

STARS CHAIN HIER Wk179

Week 179

					HIERARCHY		STARS		Account Name
1st LVL	2nd LVL	3rd LVL	4th LVL	5th LVL	SPACE	FILE	STARS	CUR 13 WK	
					TOTAL	TOTAL	TOTAL	ANALYTICAL	
26142					1053	1053	967	TOTAL	540 DILLON COMPANIES) Add & filled
	12038				228	228	225		224* TURKEY HILL
	16418				107	107	105		→ 18 QUIK STOP MARKETS Franchise
	20216				78	78	78		78* LOAF & JUG
	20840				169	169	169		21 KWIK SHOP - why 21 in
	21076				71	71	71		71* KING SOOPERS (1 foot 26 only)
	21410				110	110	110		6 TOM THUMB ← why?
	24546				55	55	55		FRY'S →
	26140				63	63	19		DILLONS STORES
	27518				41	41	5		CITY MARKET
	27934				110	110	109		108* MINI-MART INC -
	36772				21	21	21		14 DILLON - GERBES MKT

↓
Sandy Becker

2071843214

Week 177 - National Account Summary

		STARS			% Coverage	Account Name
		CUR 13 WK				
1st LVL	2nd LVL	SPACE TOTAL	STARS TOTAL	ANALYTICAL TOTAL		
046668		1446	1429	969	67.0%	AMERICAN STORES CO
040437		516	505	421	81.6%	AMOCO OIL CO
053355		594	582	321	54.0%	CHEVRON USA INC.
027566		2312	2311	2287	98.9%	CIRCLE K CORP
021262		294	291	266	90.5%	CONOCO OIL CO #TA2130
047545		731	729	608	83.2%	DAIRY MART CORPORATE
014300		1401	1394	1357	96.9%	DIAMOND SHAMROCK
026142		1053	948	546	51.9%	DILLON COMPANIES
021912		2571	2541	746	29.0%	ECKERD CORP ←
046987		437	432	283	64.8%	EXXON CO. USA (CORS)
050994		661	660	649	98.2%	E-Z SERVE CORPORATION
051538		2047	2016	1314	64.2%	K-MART CORP HEADQTR
012672		104	104	92	88.5%	KROGER COMPANY
012678		81	79	72	88.9%	KROGER CO-SUITE 340 ← MI
020888		126	123	101	80.2%	KROGER MID-ATLANTIC
020890		83	81	46	55.4%	KROGER DALLAS
020892		93	93	93	100.0%	KROGER CINN/DAY DIVISION 14
020896		99	99	94	94.9%	KROGER COLUMBUS KMA
020898 ←		88	88	15	17.0%	KROGER COMPANY ← why
020900		120	119	119	99.2%	KROGER COMPANY
020902		96	96	45	46.9%	KROGER CO HOUSTON DIV
020904		78	78	76	97.4%	KROGER COMPANY
033698		149	146	142	95.3%	KROGER-ATLANTA
		1117	1106	895	80.1%	Total Kroger
051525		589	566	509	86.4%	MOBIL OIL (ALT HQ)
055213		979	923	648	66.2%	POWER BUYING DEALERS (U.S.A.)
015782		3532	3433	2607	73.8%	RITE AID CORP
013862		4934	4865	4012	81.3%	SOUTHLAND CORPORATIO
053363		402	395	145	36.1%	TEXACO STAR ENTERPRISE ←
044977		552	552	541	98.0%	TOTAL PETROLEUM
011086		2194	2164	1321	60.2%	WALGREEN DRUG CO
049099		2692	2663	2278	84.6%	WAL-MART
	011104	1909	1902	1632	85.5%	WAL-MART DISCOUNT
	049020	344	327	282	82.0%	SAM'S
	052438	12	12	4	33.3%	BUD'S ←
	050828	405	402	346	85.4%	SUPERCENTERS

2071843215

MANAGEMENT HIERARCHY REPORT

SELECTION CRITERIA

MGMT ACCT#: 47545

PERIOD: 1

YEAR: 1997

DETAIL INFORMATION

MGMT ACCT#: 47545

TERRITORY: 104100

LEVEL: 1

LAST UPDATED: 02/03/1997

Dairy Mart Corporate

BY:

ACCOUNT	LEVEL	DESC	ACCOUNT NAME	CITY	ST	TERR	NUMBER OF RETAILS
47545	1	CPNAT	Dairy Mart Corporate	Enfield	CT	104100	
13210	2	CPDIV	Dairy Mart Full Franchise	Enfield	CT	118300	35
20546 - Corp	2	CPDIV	Dairy Mart-Midwest Central-Corp.	Cuyahoga Falls	OH	414300	276
38502	2	CPREG	Dairy Mart Corporate Northeast	Enfield	CT	118300	68
43957	2	CPDIV	Dairymart/Franchise	Louisville	KY	434300	21
51100 - Corp	2	CPREG	Dairymart Southeast Corporate	Louisville	KY	434300	200
53627	2	CPREG	Dairy Mart Midwest North Reg	Toledo	OH	414300	
53633	2	CPREG	Dairy Mart Limited Franchise	Enfield	CT	118300	48
54282	2	CPREG	Dairy Mart Midwest N. Full/Fra...	Toledo	OH	414300	5
54283 - LF	2	CPDIV	Dairy Mart Midwest Central-L.F.	Cuyahoga Falls	OH	414300	63
55580 - LF	2	CPDIV	Dairy Mart Southeast Limited Fr...	Louisville	KY	434300	22

Limited Franchise

2071843216

KROGER COMPANIES

KMA's			DILLON Supermarkets			DILLON C-Stores		
<u>Region</u>	<u>Name</u>	<u>Stores</u>	<u>Region</u>	<u>Name</u>	<u>Stores</u>	<u>Region</u>	<u>Name</u>	<u>Stores</u>
Region 2	Atlanta	144	Region 3	Dillon Stores▲	63	Region 1	Turkey Hill	226
	Nashville*	77		Dillon Gerbes▲	21			
	Mid-Atlantic	120						
Region 3	Dallas*	81	Region 5	King Soopers*	69	Region 2	Tom Thumb*	110
	Houston	93		Fry's	55			
	Memphis*	105		City Markets▲	37	Region 3	Kwik Shop*▲	186
Region 4	Indianapolis	177				Region 5	Loaf & Jug*	75
	Louisville*	85					Quik Stop*	110
	Cincinnati	92					Mini Mart*	110
	Columbus	95						
	Detroit	79						

Warehouses

Peyton
 - Tennessee
 - Indiana
 Kroger Dallas
 Kroger Houston

Warehouses

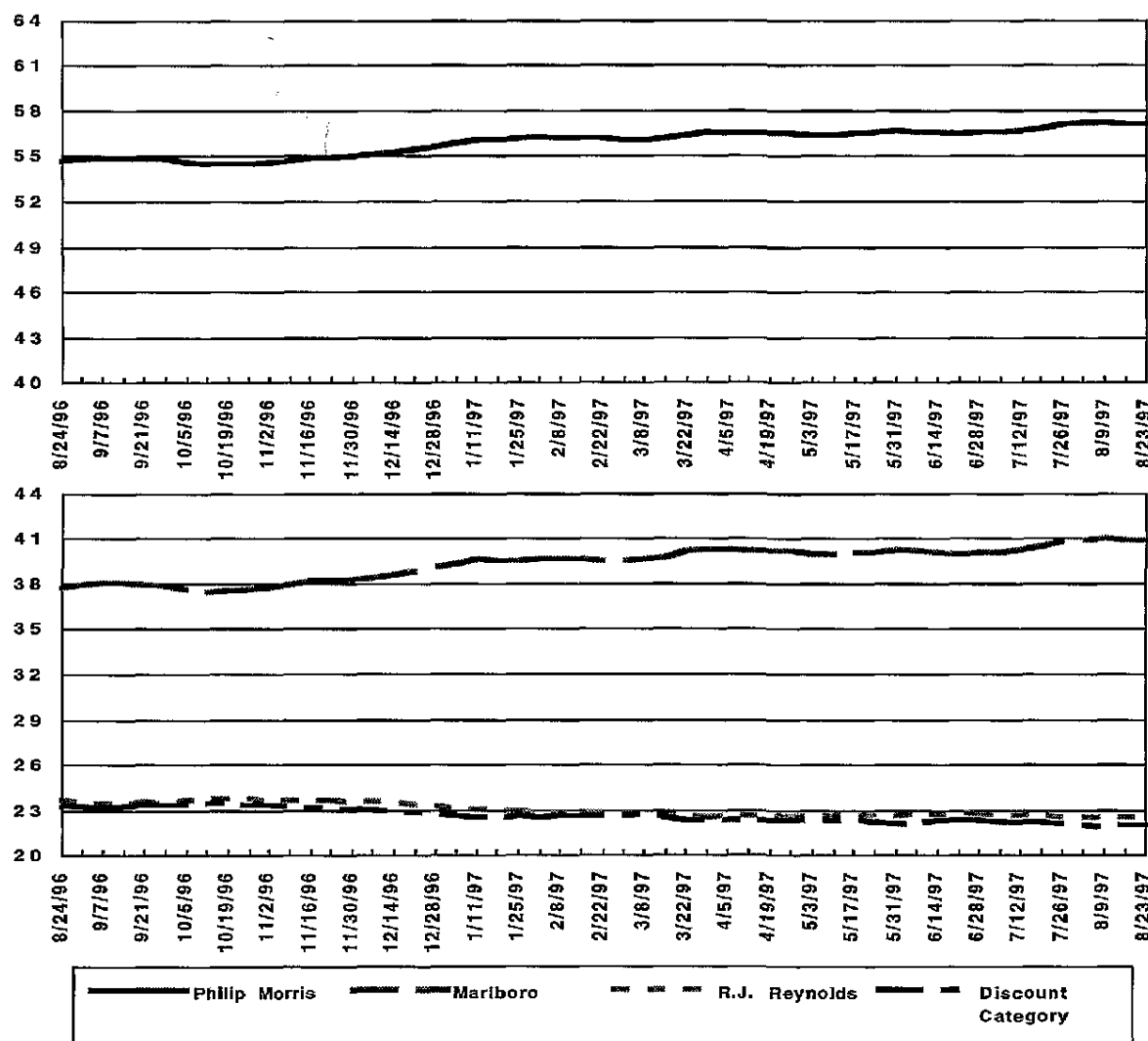
GHC - Colorado
 King Soopers - 4/1
 Fry's - 7/1
 Dillon Stores - 10/1
 Kwik Shop - 4Q
 City Market - 1Q98
 Loaf 'N Jug - 1Q98
 Mini Mart - 2Q98

* On Retail Masters

▲ Not reporting all volume to PM

2071843217

TOTAL CHAINS IN PACKAGE THROUGH W/E 8/23/97



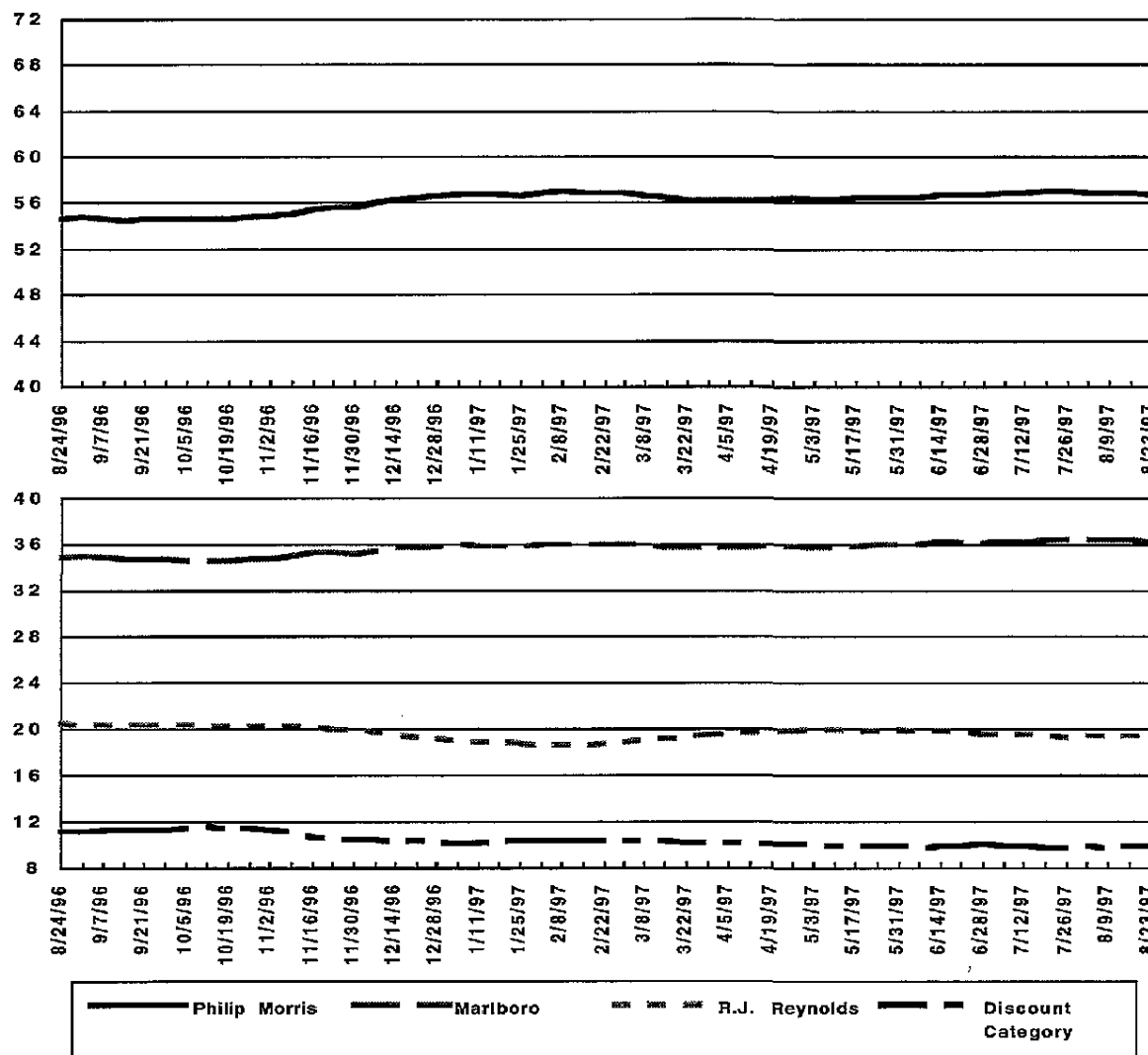
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	56.52	56.88	54.34	56.25	1.91
Marlboro	40.89	41.17	38.05	40.38	2.33
OPB	9.30	9.21	9.51	9.33	-0.18
Basic	4.50	4.53	4.24	4.46	0.22
R. J. Reynolds	22.94	22.86	24.13	23.03	-1.10
Camel	5.10	5.11	4.78	5.09	0.31
Winston	4.84	4.90	5.19	4.83	-0.36
Doral	4.89	4.86	4.77	4.88	0.11
B&W	12.99	12.70	14.05	13.08	-0.97
GPC	4.64	4.57	4.91	4.70	-0.21
Lorillard	6.86	6.91	6.84	6.90	0.06
Newport	5.36	5.41	5.11	5.38	0.27
Liggett Group	0.38	0.37	0.50	0.39	-0.10
Premium	78.68	78.85	77.38	78.52	1.14
Private Label	3.07	3.07	3.92	3.15	-0.78
Avg Ind CPW	274.94	280.27	265.93	269.95	4.02
Avg PM CPW	233.91	238.92	216.64	228.85	12.21
Avg Marl CPW	166.57	170.94	149.64	162.54	12.90
# of Stores	21834	21834	21577	21834	257

Source: STARS Store Level Data

National Account Package

2071843218

AMERICAN STORES THROUGH W/E 8/23/97



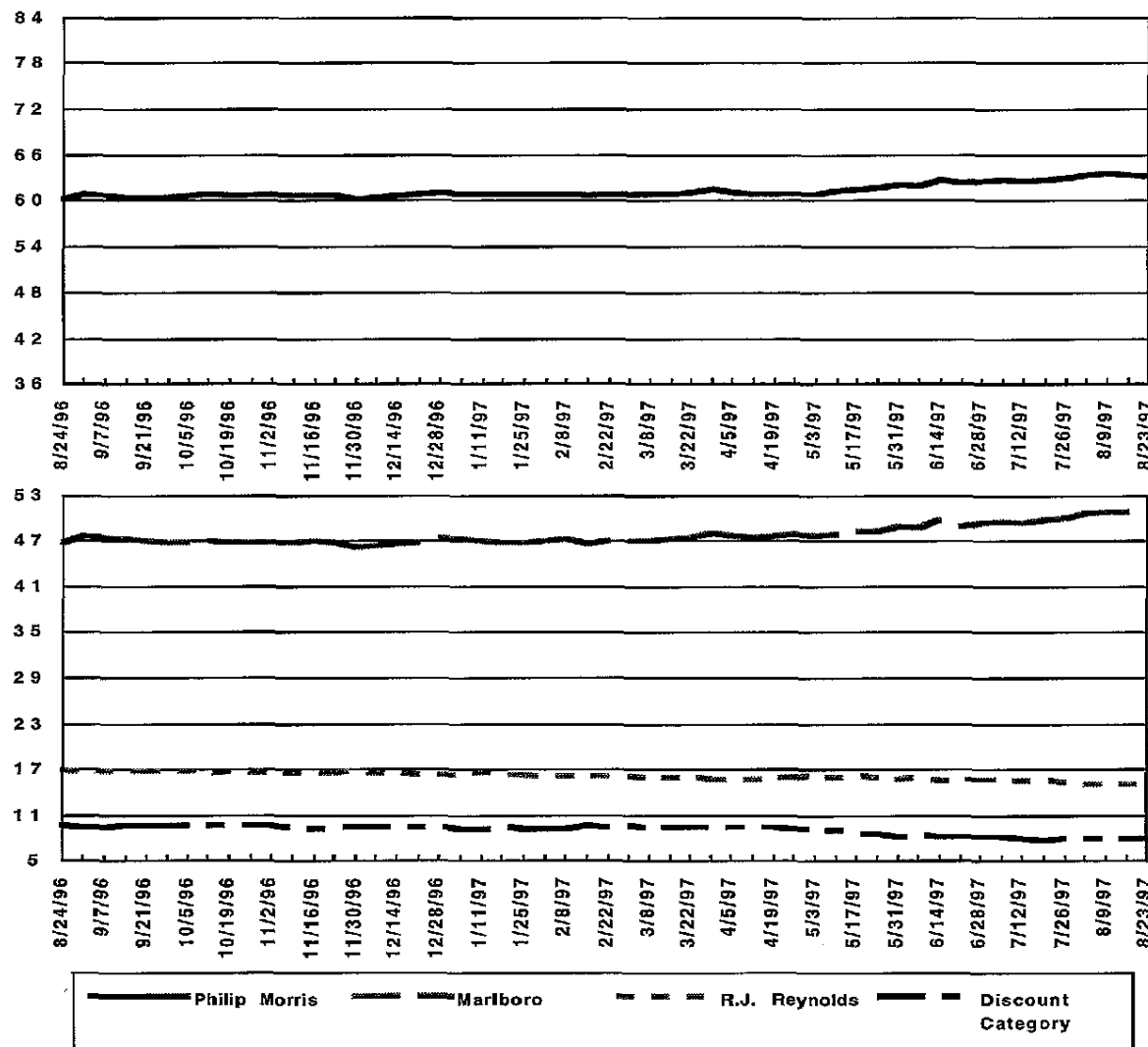
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	56.64	56.78	54.88	56.56	1.68
Marlboro	36.10	36.21	34.76	36.00	1.24
OPB	16.87	16.83	16.60	16.87	0.26
Basic	2.88	2.98	2.45	2.88	0.43
R. J. Reynolds	19.78	19.62	20.69	19.63	-1.06
Camel	4.45	4.35	4.32	4.43	0.11
Winston	4.92	5.01	5.27	4.86	-0.41
Doral	1.14	1.11	1.33	1.15	-0.18
B&W	13.78	13.78	14.14	13.87	-0.27
GPC	2.62	2.58	2.65	2.62	-0.03
Lorillard	8.66	8.74	8.71	8.70	-0.01
Newport	5.46	5.57	5.26	5.49	0.23
Liggett Group	0.99	0.96	1.43	1.10	-0.34
Premium	90.10	90.10	89.33	89.94	0.61
Private Label	1.54	1.54	1.95	1.58	-0.37
Avg Ind CPW	104.32	104.22	114.23	104.60	-9.63
Avg PM CPW	59.08	59.17	62.69	59.16	-3.52
Avg Marl CPW	37.66	37.74	39.71	37.66	-2.05
# of Stores	969	969	959	969	10

Source: STARS Store Level Data

National Account Package

2071843219

AMOCO THROUGH W/E 8/23/97

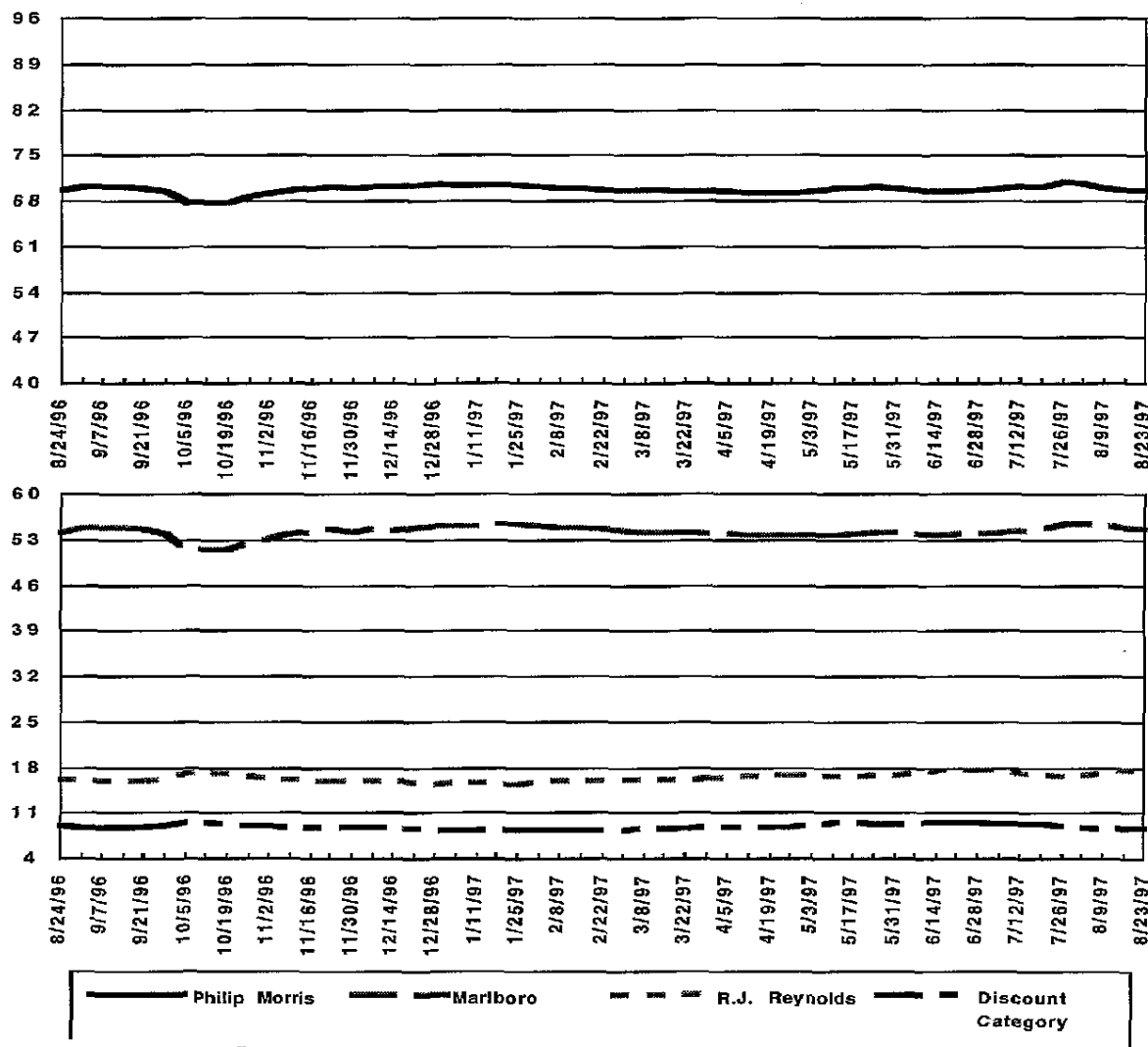


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	62.59	63.27	60.44	62.08	1.65
Marlboro	49.62	50.73	46.70	48.82	2.12
OPB	10.26	9.70	10.54	10.41	-0.13
Basic	2.28	2.43	2.48	2.38	-0.09
R. J. Reynolds	15.64	15.29	17.25	15.76	-1.49
Camel	5.51	5.51	5.29	5.48	0.19
Winston	3.67	3.55	3.97	3.70	-0.27
Doral	1.48	1.39	2.12	1.53	-0.59
B&W	10.64	10.39	11.07	10.81	-0.26
GPC	3.27	3.08	3.12	3.37	0.26
Lorillard	11.09	11.00	11.18	11.30	0.13
Newport	10.19	10.18	10.19	10.40	0.21
Liggett Group	0.04	0.04	0.06	0.04	-0.03
Premium	91.73	91.96	90.37	91.39	1.01
Private Label	0.04	0.04	0.15	0.05	-0.11
Avg Ind CPW	145.57	157.95	129.78	139.36	9.58
Avg PM CPW	91.10	99.93	78.43	86.52	8.08
Avg Marl CPW	72.24	80.13	60.61	68.04	7.43
# of Stores	421	421	413	421	8

Source: STARS Store Level Data
National Account Package

2071843220

CHEVRON THROUGH W/E 8/23/97

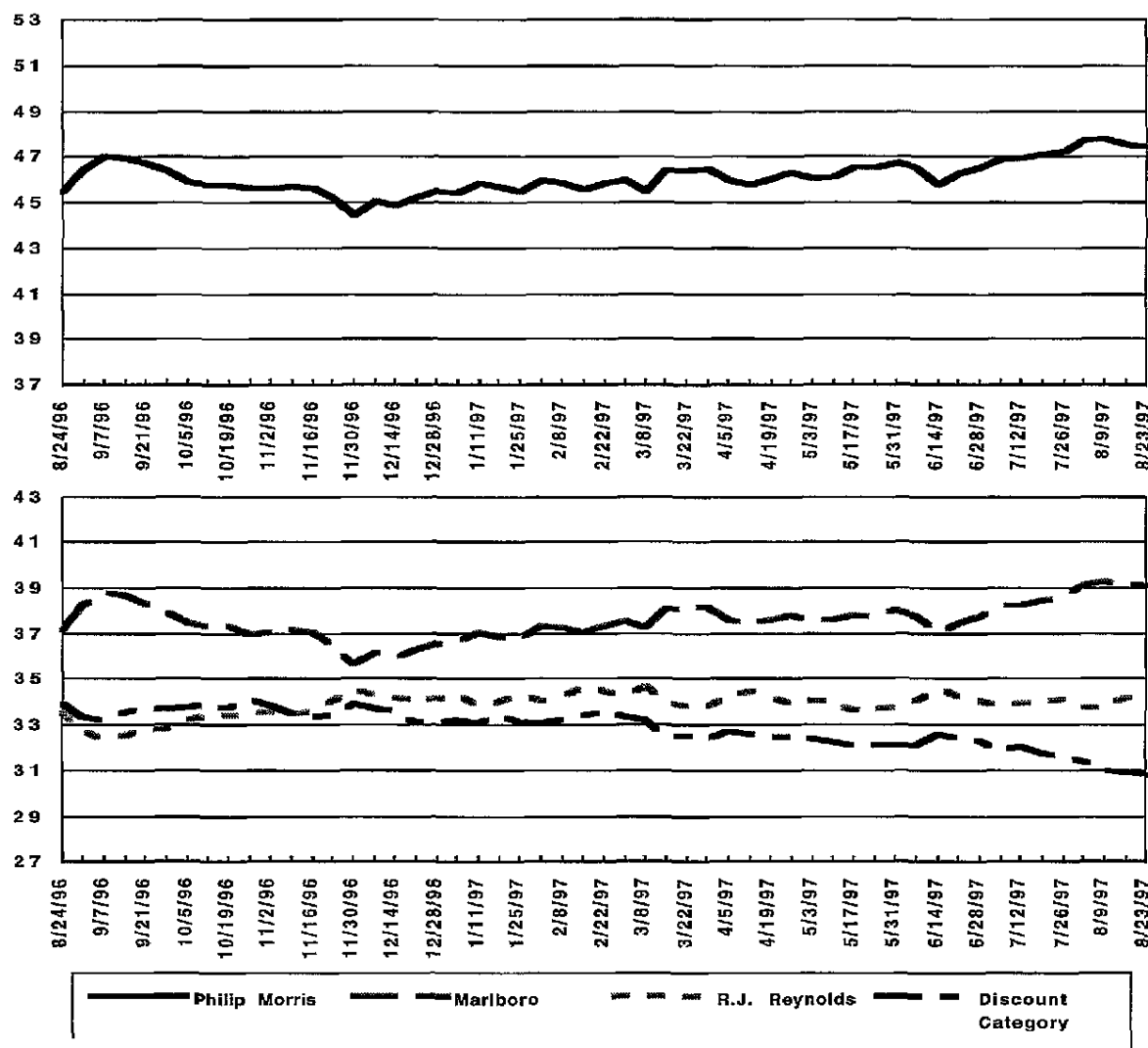


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	69.86	69.66	69.96	69.71	-0.25
Marlboro	54.43	54.61	54.31	54.26	-0.05
OPB	11.36	11.24	11.91	11.49	-0.42
Basic	3.85	3.59	3.49	3.73	0.24
R. J. Reynolds	17.24	17.63	16.11	17.08	0.97
Camel	5.69	6.05	4.76	5.85	1.09
Winston	4.16	4.35	4.10	4.12	0.01
Doral	2.77	2.91	2.13	2.62	0.49
B&W	7.47	7.28	8.38	7.70	-0.67
GPC	1.81	1.68	2.37	1.97	-0.40
Lorillard	5.34	5.38	5.26	5.40	0.14
Newport	4.72	4.80	4.45	4.76	0.31
Liggett Group	0.06	0.04	0.26	0.09	-0.17
Premium	90.94	91.24	91.07	91.02	-0.05
Private Label	0.02	0.00	0.06	0.02	-0.04
Avg Ind CPW	97.48	100.30	92.82	94.41	1.59
Avg PM CPW	68.10	69.87	64.94	65.81	0.87
Avg Marl CPW	53.06	54.77	50.41	51.23	0.82
# of Stores	321	321	312	321	9

Source: STARS Store Level Data
National Account Package

2071843221

CIRCLE K THROUGH W/E 8/23/97



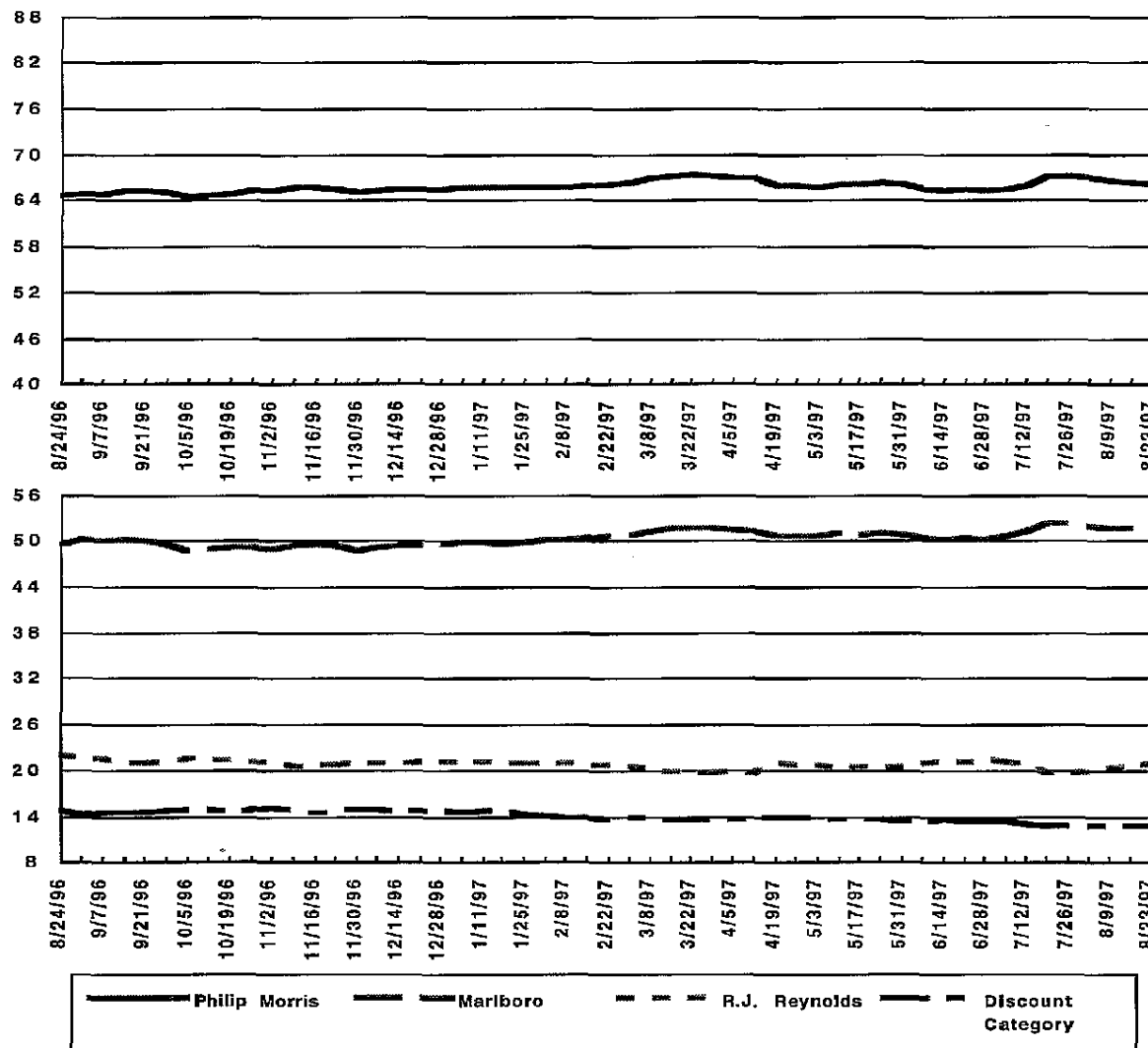
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	46.99	47.41	44.73	46.44	1.71
Marlboro	38.47	39.14	36.14	37.98	1.83
OPB	5.67	5.46	5.91	5.71	-0.20
Basic	2.52	2.50	2.24	2.41	0.16
R. J. Reynolds	34.01	34.33	34.89	34.38	-0.51
Camel	8.11	8.24	6.89	8.03	1.14
Winston	4.50	4.84	4.06	4.40	0.35
Doral	3.47	3.48	3.27	3.38	0.12
B&W	14.17	13.58	15.80	14.29	-1.51
GPC	8.65	8.27	9.76	8.75	-1.01
Lorillard	4.50	4.38	4.43	4.55	0.12
Newport	3.45	3.44	3.28	3.46	0.18
Liggett Group	0.06	0.06	0.07	0.06	-0.01
Premium	68.53	69.16	65.28	67.93	2.66
Private Label	14.71	14.63	17.23	15.34	-1.89
Avg Ind CPW	235.85	242.64	226.74	231.41	4.67
Avg PM CPW	110.82	115.04	101.42	107.46	6.04
Avg Marl CPW	90.74	94.96	81.95	87.88	5.93
# of Stores	2287	2287	2285	2287	2

Source: STARS Store Level Data

National Account Package

2071843222

CONOCO THROUGH W/E 8/23/97

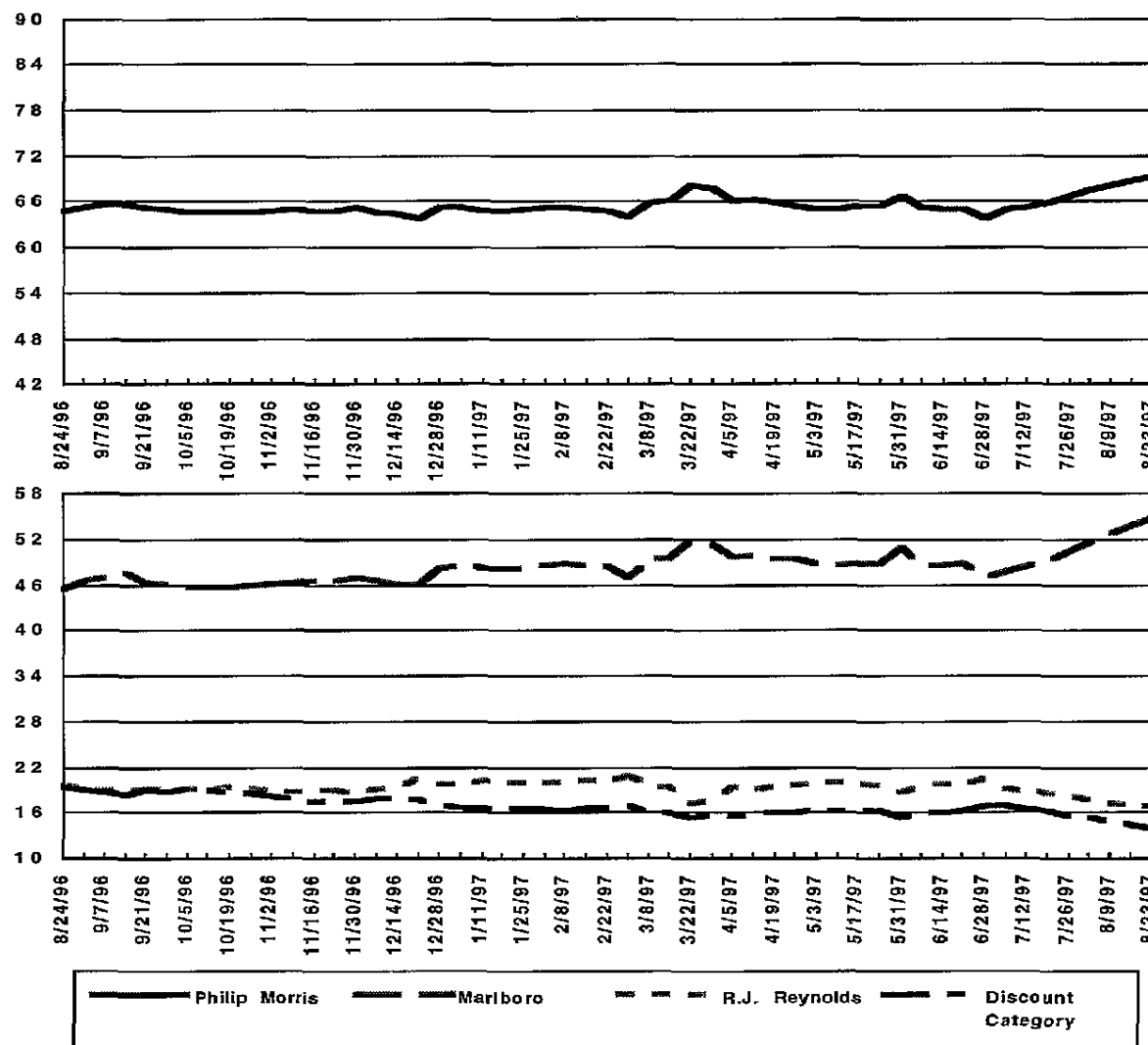


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	66.23	66.11	65.20	66.34	1.15
Marlboro	51.28	51.39	49.63	51.27	1.65
OPB	8.34	8.29	8.30	8.38	0.07
Basic	5.06	5.00	5.12	5.09	-0.03
R. J. Reynolds	20.75	20.99	21.07	20.59	-0.48
Camel	7.75	7.87	7.01	7.68	0.67
Winston	4.69	4.81	4.99	4.65	-0.34
Doral	3.26	3.23	3.35	3.16	-0.19
B&W	7.76	7.69	8.80	7.82	-0.98
GPC	1.89	1.87	2.31	1.91	-0.41
Lorillard	5.14	5.10	4.79	5.12	0.33
Newport	4.43	4.49	4.00	4.41	0.40
Liggett Group	0.07	0.07	0.13	0.08	-0.05
Premium	86.83	87.25	85.28	86.78	1.50
Private Label	0.23	0.19	0.40	0.29	-0.11
Avg Ind CPW	150.74	156.05	138.86	147.32	8.46
Avg PM CPW	99.84	103.17	90.53	97.74	7.21
Avg Marl CPW	77.30	80.19	68.91	75.54	6.62
# of Stores	266	266	263	266	3

Source: STARS Store Level Data
National Account Package

2071843223

DAIRY MART THROUGH W/E 8/23/97



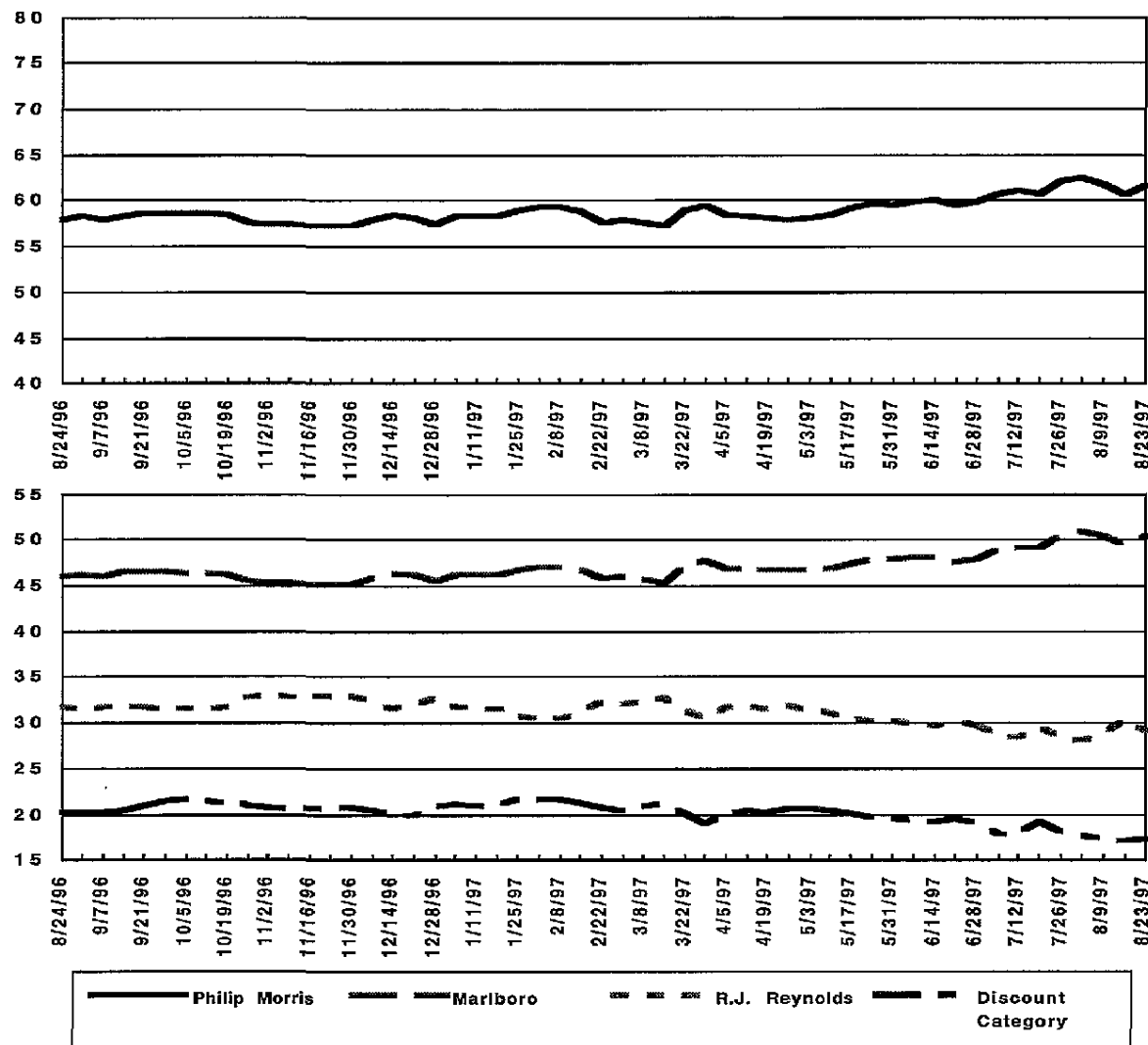
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	67.55	69.29	65.51	66.65	1.15
Marlboro	52.00	54.71	46.58	50.66	4.08
OPB	5.64	5.38	6.03	5.86	-0.16
Basic	5.24	4.99	5.40	5.18	-0.22
R. J. Reynolds	18.12	16.82	19.04	18.55	-0.48
Camel	6.38	5.63	5.83	6.51	0.68
Winston	4.87	4.60	5.16	4.94	-0.22
Doral	2.37	2.21	2.70	2.46	-0.24
B&W	5.73	5.47	6.69	5.95	-0.73
GPC	0.80	0.77	1.03	0.84	-0.18
Lorillard	8.44	8.27	8.64	8.67	0.03
Newport	7.50	7.36	7.51	7.67	0.17
Liggett Group	0.10	0.09	0.11	0.10	-0.01
Premium	85.02	86.06	80.86	84.59	3.73
Private Label	4.33	3.89	7.05	4.60	-2.45
Avg Ind CPW	141.27	152.03	123.98	135.24	11.26
Avg PM CPW	95.42	105.33	81.22	90.14	8.93
Avg Marl CPW	73.47	83.18	57.75	68.51	10.76
# of Stores	608	608	605	608	3

Source: STARS Store Level Data

National Account Package

2071843224

DIAMOND SHAMROCK THROUGH W/E 8/23/97



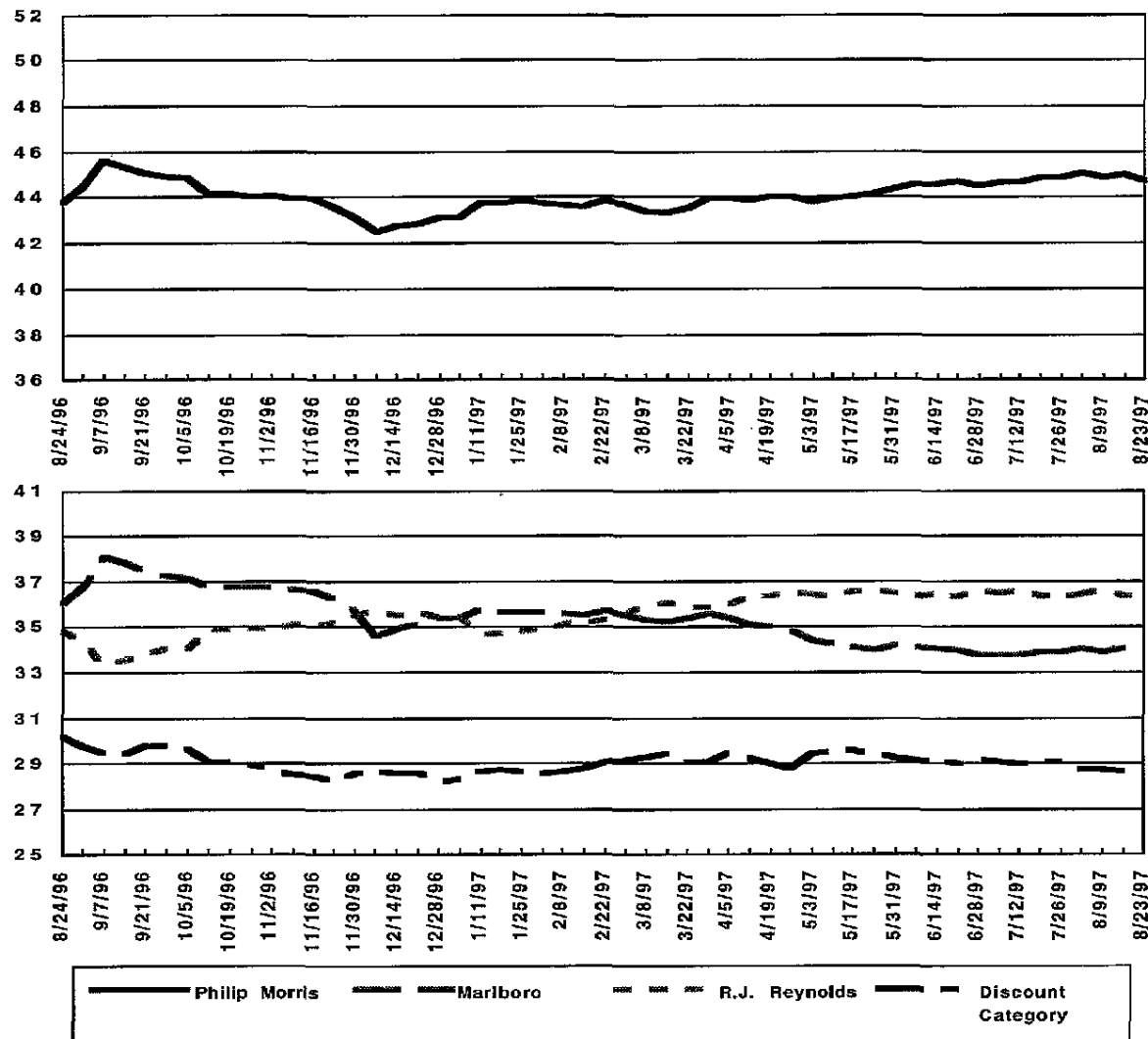
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	60.76	61.72	57.92	59.86	1.94
Marlboro	49.24	50.42	45.94	48.25	2.31
OPB	9.09	8.92	9.03	9.09	0.05
Basic	1.81	1.80	2.14	1.85	-0.29
R. J. Reynolds	29.62	29.14	32.29	30.40	-1.89
Camel	6.10	6.21	5.85	6.65	0.81
Winston	5.13	5.46	6.16	5.37	-0.79
Doral	4.67	4.02	3.79	4.44	0.65
B&W	6.11	6.00	6.30	6.13	-0.17
GPC	0.79	0.78	0.82	0.84	0.02
Lorillard	3.38	3.03	3.38	3.48	0.10
Newport	2.33	2.29	2.18	2.34	0.16
Liggett Group	0.07	0.07	0.10	0.08	-0.02
Premium	81.46	82.67	79.56	81.41	1.85
Private Label	9.62	9.44	11.87	9.68	-2.18
Avg Ind CPW	139.09	141.76	138.79	137.14	-1.65
Avg PM CPW	84.50	87.50	80.39	82.09	1.70
Avg Marl CPW	68.48	71.47	63.76	66.17	2.41
# of Stores	1357	1357	1349	1357	8

Source: STARS Store Level Data

National Account Package

2071843225

DILLON THROUGH W/E 8/23/97

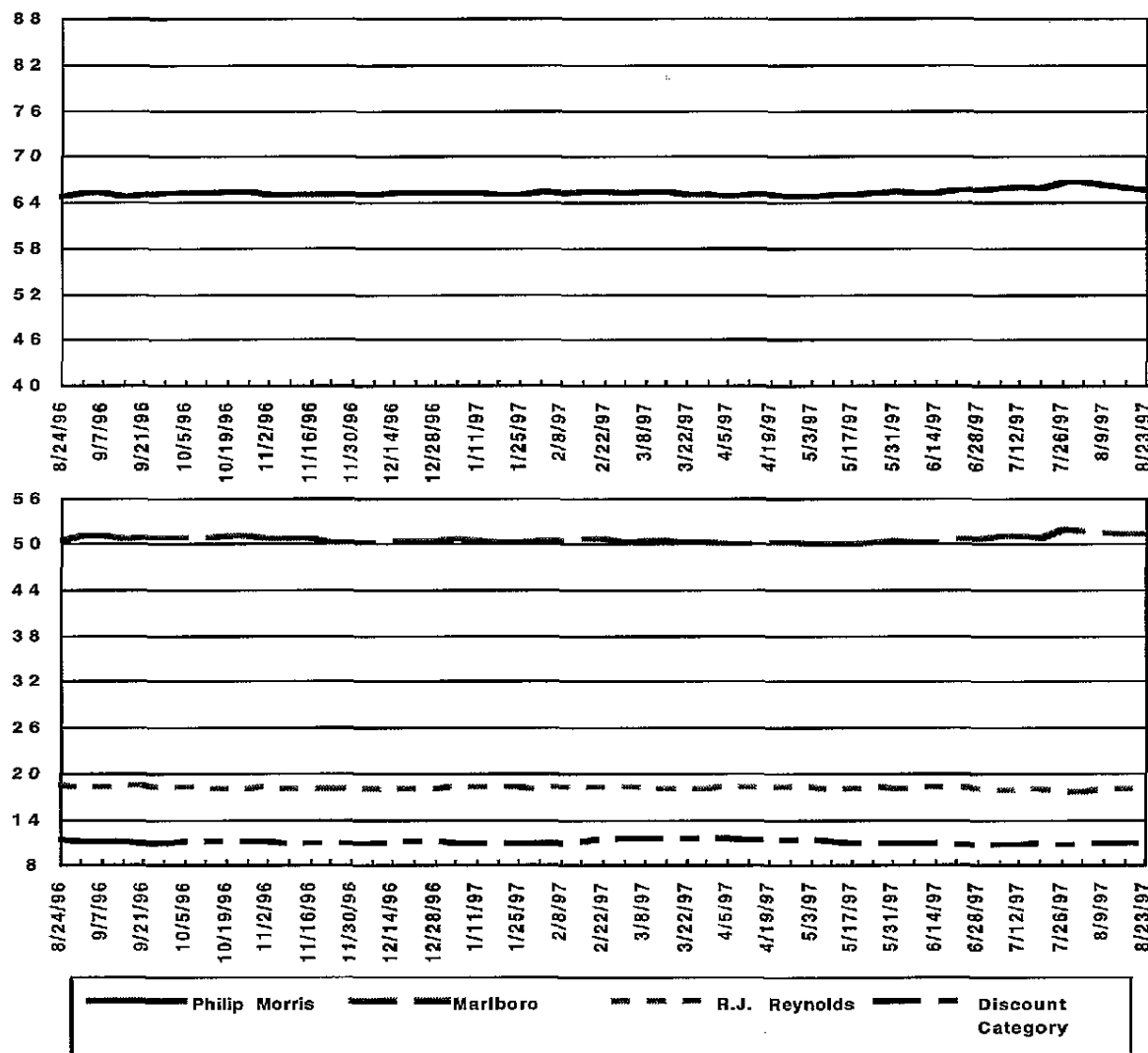


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	44.47	44.73	43.77	44.33	0.57
Marlboro	33.94	33.89	36.10	34.14	-1.96
OPB	7.21	7.37	4.81	6.91	2.10
Basic	1.26	1.37	1.52	1.29	-0.23
R. J. Reynolds	36.53	36.48	34.47	36.41	1.94
Camel	8.43	8.33	7.64	8.42	0.78
Winston	3.81	4.06	3.49	3.74	0.26
Doral	3.61	3.59	3.10	3.53	0.42
B&W	10.63	10.48	11.20	10.60	-0.59
GPC	3.62	3.39	4.84	3.67	-1.16
Lorillard	7.82	7.74	10.37	8.11	-2.26
Newport	5.68	5.60	8.90	6.04	-2.86
Liggett Group	0.38	0.41	0.11	0.35	0.24
Premium	70.97	71.31	70.92	70.96	0.04
Private Label	16.11	15.87	16.60	16.22	-0.39
Avg Ind CPW	236.75	258.58	150.12	213.37	63.25
Avg PM CPW	105.28	115.66	65.70	94.60	28.90
Avg Marl CPW	80.37	87.63	54.20	72.85	18.65
# of Stores	546	546	474	546	72

Source: STARS Store Level Data
National Account Package

2071843226

EXXON THROUGH W/E 8/23/97



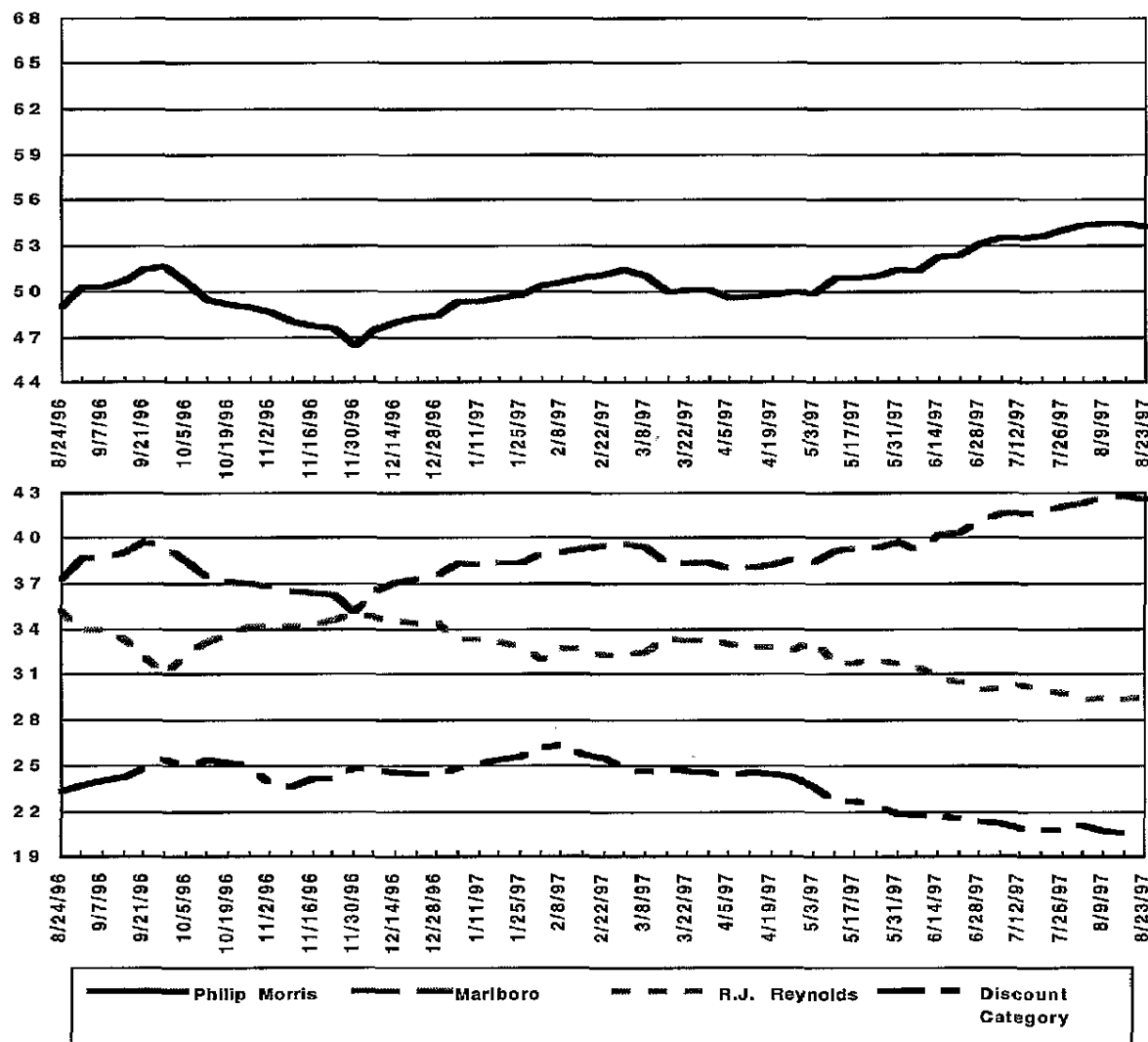
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	65.52	65.76	64.60	65.45	0.85
Marlboro	50.83	51.35	50.00	50.68	0.68
OPB	11.13	10.66	11.33	11.16	-0.16
Basic	3.31	3.50	2.93	3.34	0.40
R. J. Reynolds	18.13	18.05	18.80	18.14	-0.66
Camel	4.51	4.51	4.06	4.49	0.43
Winston	4.40	4.42	4.51	4.41	-0.10
Doral	3.92	3.90	4.33	3.93	-0.40
B&W	9.27	8.99	10.09	9.36	-0.73
GPC	2.61	2.52	2.98	2.62	-0.36
Lorillard	6.97	7.08	6.40	6.93	0.53
Newport	6.14	6.29	5.43	6.08	0.65
Liggett Group	0.09	0.10	0.11	0.10	-0.02
Premium	89.01	89.04	88.26	88.94	0.68
Private Label	0.00	0.00	0.04	0.01	-0.03
Avg Ind CPW	104.76	107.51	100.76	102.22	1.45
Avg PM CPW	68.64	70.69	65.09	66.90	1.81
Avg Marl CPW	53.25	55.20	50.39	51.81	1.42
# of Stores	283	283	272	283	11

Source: STARS Store Level Data

National Account Package

2071843227

E.Z. SERVE THROUGH W/E 8/23/97

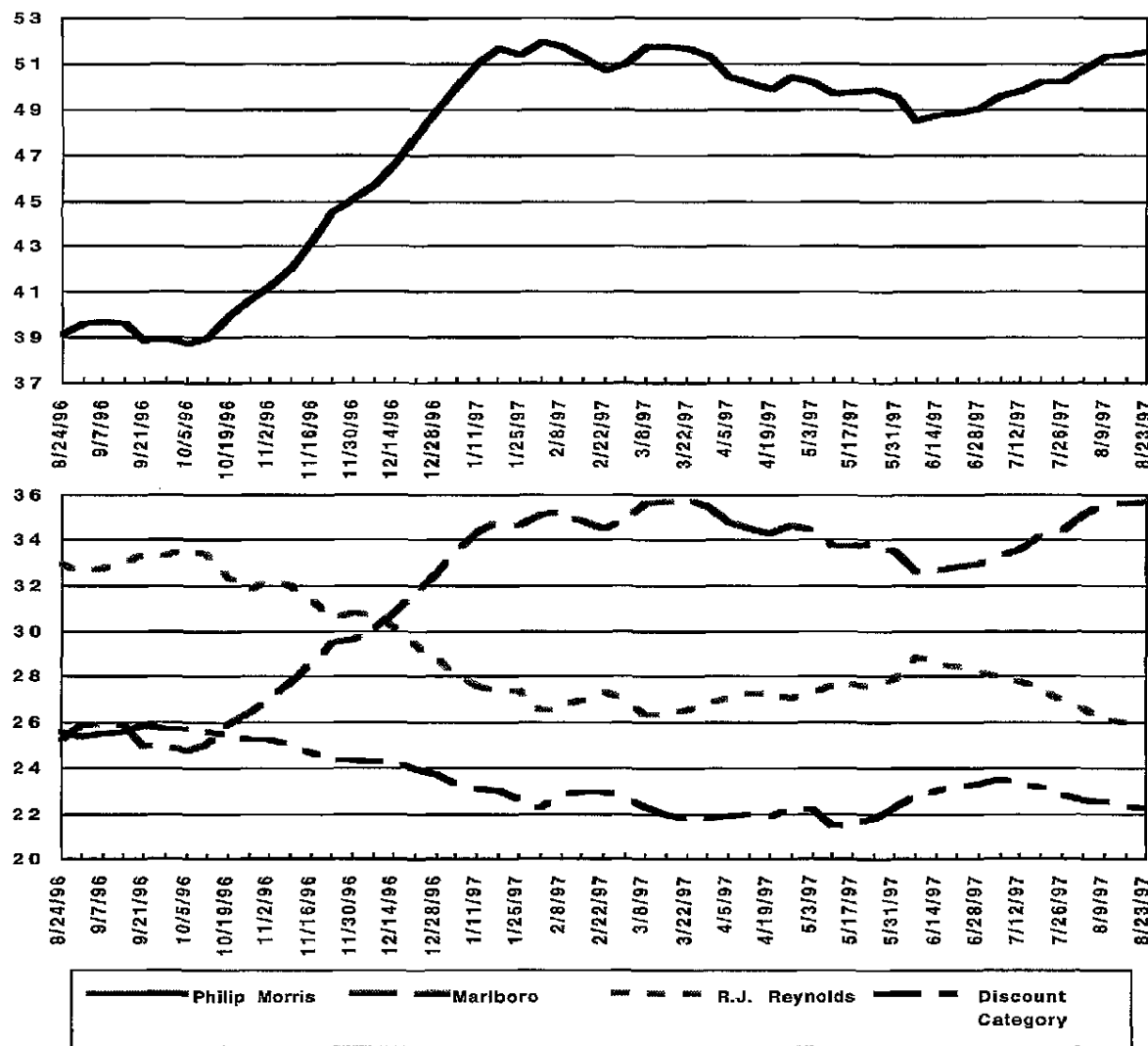


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	52.65	54.29	49.76	51.89	2.13
Marlboro	40.96	42.52	37.95	40.12	2.17
OPB	7.25	7.18	7.14	7.33	0.19
Basic	3.96	4.12	3.91	3.91	0.00
R. J. Reynolds	30.76	29.52	33.94	31.31	-2.63
Camel	5.62	5.34	4.88	5.67	0.79
Winston	6.32	6.28	6.47	6.03	-0.43
Doral	6.08	5.88	5.33	5.97	0.64
B&W	9.02	8.64	9.44	9.09	-0.35
GPC	1.90	1.73	1.98	1.86	-0.11
Lorillard	7.52	7.48	6.74	7.62	0.88
Newport	6.43	6.69	5.44	6.39	0.95
Liggett Group	0.02	0.04	0.08	0.03	-0.05
Premium	78.50	79.34	74.92	77.60	2.69
Private Label	7.17	6.85	11.17	8.07	-3.10
Avg Ind CPW	132.98	133.27	139.41	130.44	-8.97
Avg PM CPW	70.01	72.36	69.37	67.68	-1.69
Avg Marl CPW	54.47	56.67	52.90	52.33	-0.57
# of Stores	649	649	649	649	0

Source: STARS Store Level Data
National Account Package

2071843228

KMART THROUGH W/E 8/23/97



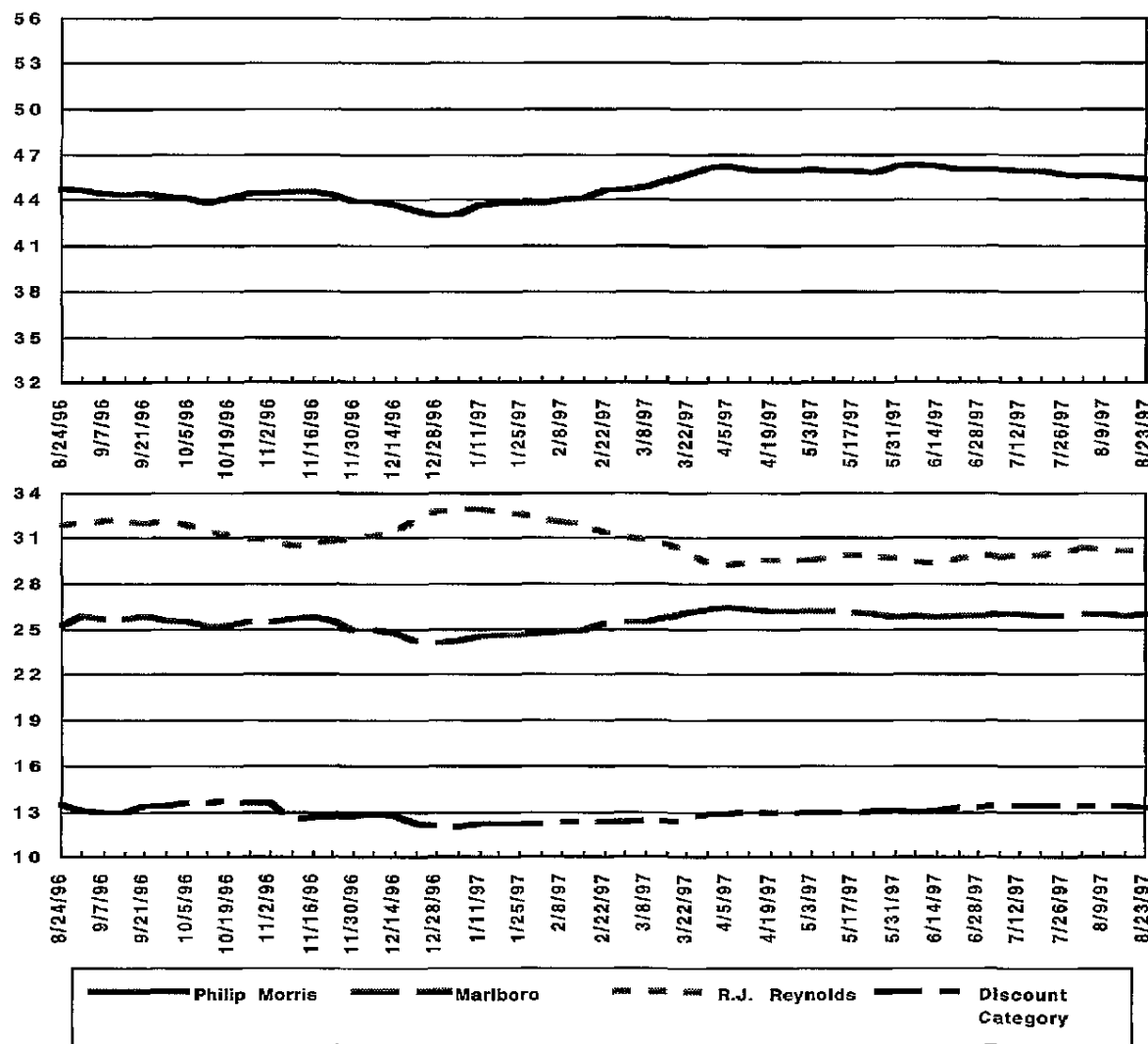
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	50.71	51.53	41.40	50.72	9.32
Marlboro	34.79	35.67	26.77	34.82	8.05
OPB	9.72	9.76	9.37	9.68	0.30
Basic	4.50	4.45	3.45	4.53	1.08
R. J. Reynolds	26.80	25.96	32.12	26.83	-5.29
Camel	4.32	4.19	4.38	4.42	0.04
Winston	6.91	6.90	7.64	6.74	-0.90
Doral	5.86	5.78	7.03	5.99	-1.04
B&W	14.85	14.97	17.20	14.87	-2.33
GPC	4.08	4.30	4.35	4.07	-0.29
Lorillard	7.10	7.02	8.16	7.04	-1.12
Newport	4.78	4.75	4.13	4.70	0.57
Liggett Group	0.34	0.33	1.09	0.33	-0.76
Premium	78.02	77.84	74.74	77.90	3.16
Private Label	1.52	1.57	3.10	1.43	-1.67
Avg Ind CPW	165.07	165.27	168.20	163.08	-5.12
Avg PM CPW	83.71	85.16	69.64	82.72	13.08
Avg Marl CPW	57.43	58.96	45.02	56.78	11.76
# of Stores	1314	1314	1313	1314	1

Source: STARS Store Level Data

National Account Package

2071843229

KROGER ATLANTA THROUGH W/E 8/23/97

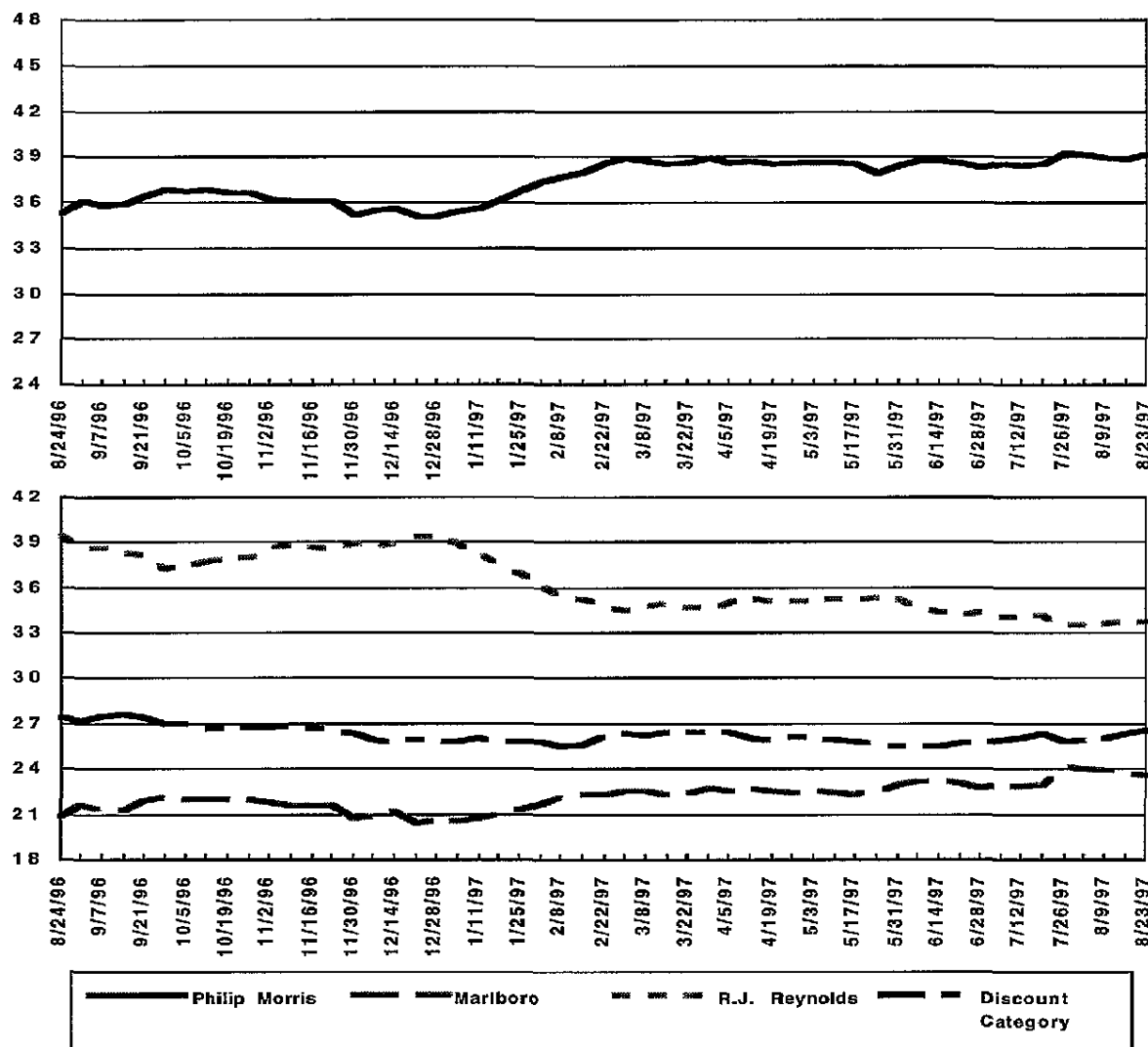


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	45.67	45.46	44.03	45.87	1.84
Marlboro	26.02	26.00	24.85	26.15	1.30
OPB	16.12	15.99	15.50	16.17	0.67
Basic	2.72	2.68	2.77	2.72	-0.05
R. J. Reynolds	30.05	30.21	31.97	29.77	-2.20
Camel	4.26	4.15	4.39	4.30	-0.09
Winston	7.54	7.77	8.45	7.41	-1.04
Doral	3.51	3.58	3.71	3.50	-0.20
B&W	14.63	14.60	14.32	14.63	0.31
GPC	1.21	1.22	1.10	1.22	0.11
Lorillard	8.22	8.34	8.48	8.30	-0.19
Newport	4.86	4.92	4.62	4.82	0.20
Liggett Group	1.33	1.31	1.15	1.30	0.15
Premium	86.83	86.70	87.21	86.92	-0.29
Private Label	1.61	1.60	1.33	1.57	0.24
Avg Ind CPW	280.00	278.42	320.70	281.17	-39.52
Avg PM CPW	127.87	126.58	141.21	128.97	-12.24
Avg Marl CPW	72.86	72.40	79.69	73.54	-6.15
# of Stores	142	142	140	142	2

Source: STARS Store Level Data
National Account Package

2071843230

KROGER CINN/DAY DIV THROUGH W/E 8/23/97



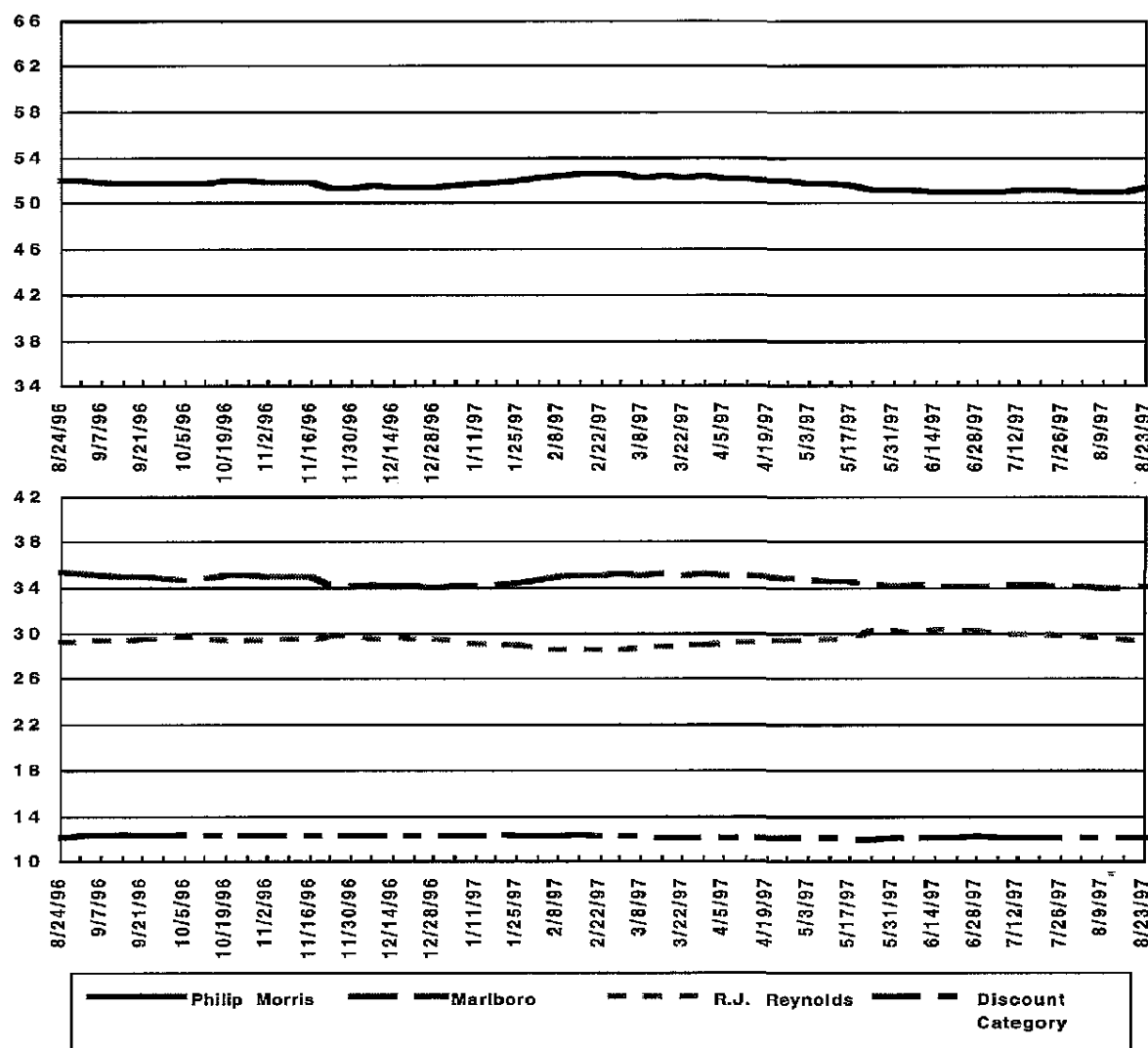
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	38.52	39.09	36.22	38.81	2.59
Marlboro	23.09	23.61	21.22	23.04	1.82
OPB	8.37	8.37	8.28	8.38	0.10
Basic	5.07	5.30	4.49	5.27	0.78
R. J. Reynolds	34.48	33.71	38.40	34.28	-4.11
Camel	4.82	4.65	5.01	4.71	-0.30
Winston	8.45	8.19	9.43	8.48	-0.95
Doral	7.00	6.91	8.07	6.95	-1.12
B&W	19.42	19.68	18.28	19.24	0.96
GPC	3.01	3.14	2.89	3.26	0.37
Lorillard	5.59	5.57	5.75	5.67	-0.08
Newport	2.36	2.40	1.86	2.31	0.45
Liggett Group	1.70	1.69	1.27	1.66	0.39
Premium	73.91	73.41	73.39	73.60	0.21
Private Label	2.80	2.95	3.47	2.74	-0.73
Avg Ind CPW	502.83	512.72	540.76	503.45	-37.31
Avg PM CPW	193.67	200.40	195.87	195.40	-0.47
Avg Marl CPW	116.13	121.07	114.72	115.97	1.25
# of Stores	93	93	92	93	1

Source: STARS Store Level Data

National Account Package

2071843231

KROGER COLUMBUS KMA THROUGH W/E 8/23/97



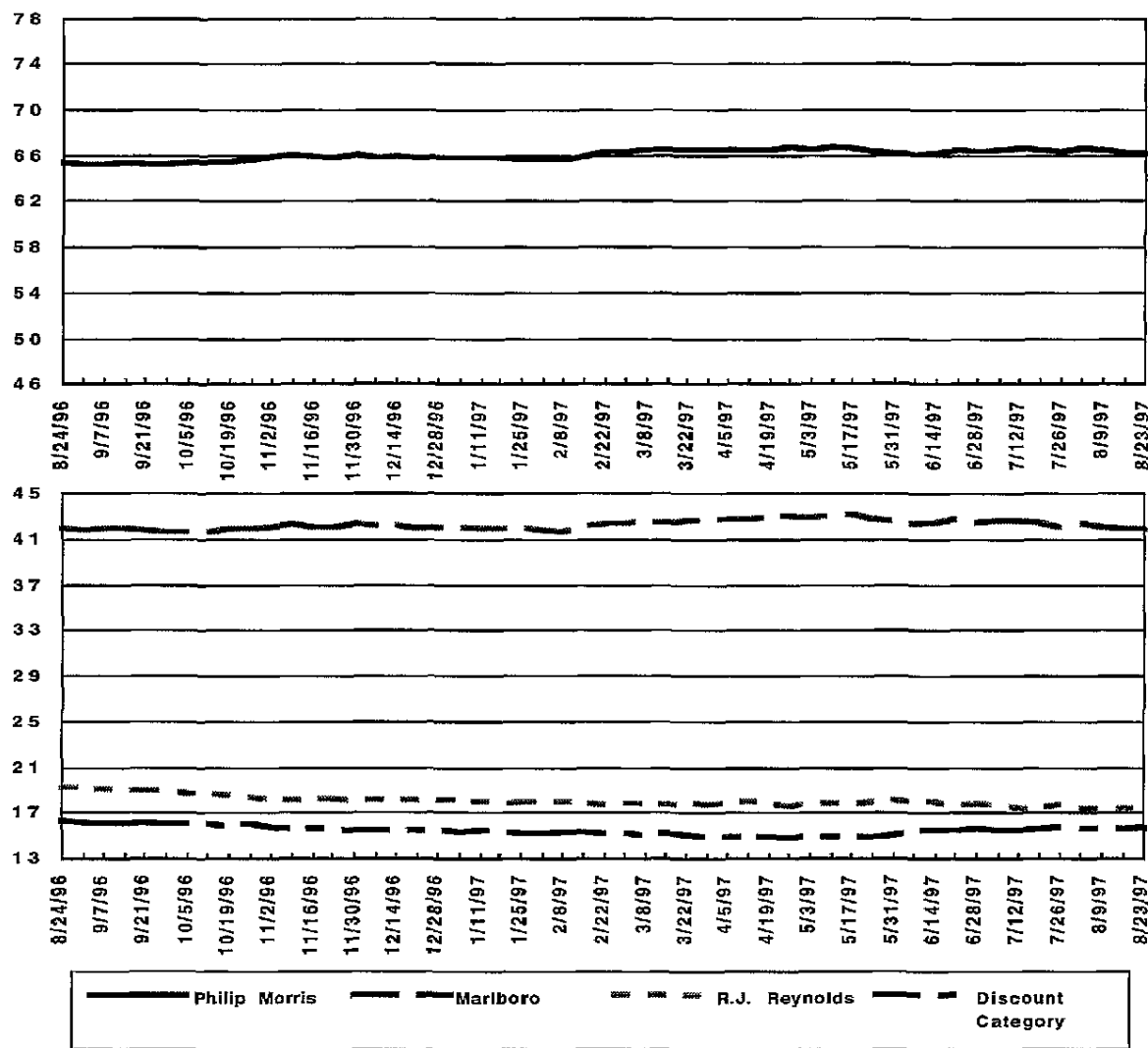
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	51.27	51.42	51.18	51.81	0.64
Marlboro	34.24	34.22	34.21	34.74	0.53
OPB	11.86	11.95	11.57	11.87	0.30
Basic	4.25	4.36	4.24	4.23	-0.01
R. J. Reynolds	29.66	29.10	30.15	29.25	-0.90
Camel	5.33	5.14	5.47	5.28	-0.20
Winston	8.27	8.11	8.27	8.09	-0.18
Doral	2.95	3.04	2.99	2.91	-0.08
B&W	12.37	12.65	12.27	12.28	0.01
GPC	0.70	0.76	0.71	0.69	-0.03
Lorillard	5.37	5.49	5.38	5.34	-0.04
Newport	3.04	3.17	2.93	3.02	0.10
Liggett Group	1.24	1.29	0.99	1.19	0.20
Premium	87.92	87.83	87.47	87.90	0.43
Private Label	0.97	0.78	1.14	0.99	-0.15
Avg Ind CPW	371.20	373.79	431.31	375.35	-55.96
Avg PM CPW	190.32	192.19	220.73	194.48	-26.26
Avg Marl CPW	127.11	127.91	147.55	130.41	-17.14
# of Stores	94	94	93	94	1

Source: STARS Store Level Data

National Account Package

2071843232

KROGER DALLAS THROUGH W/E 8/23/97



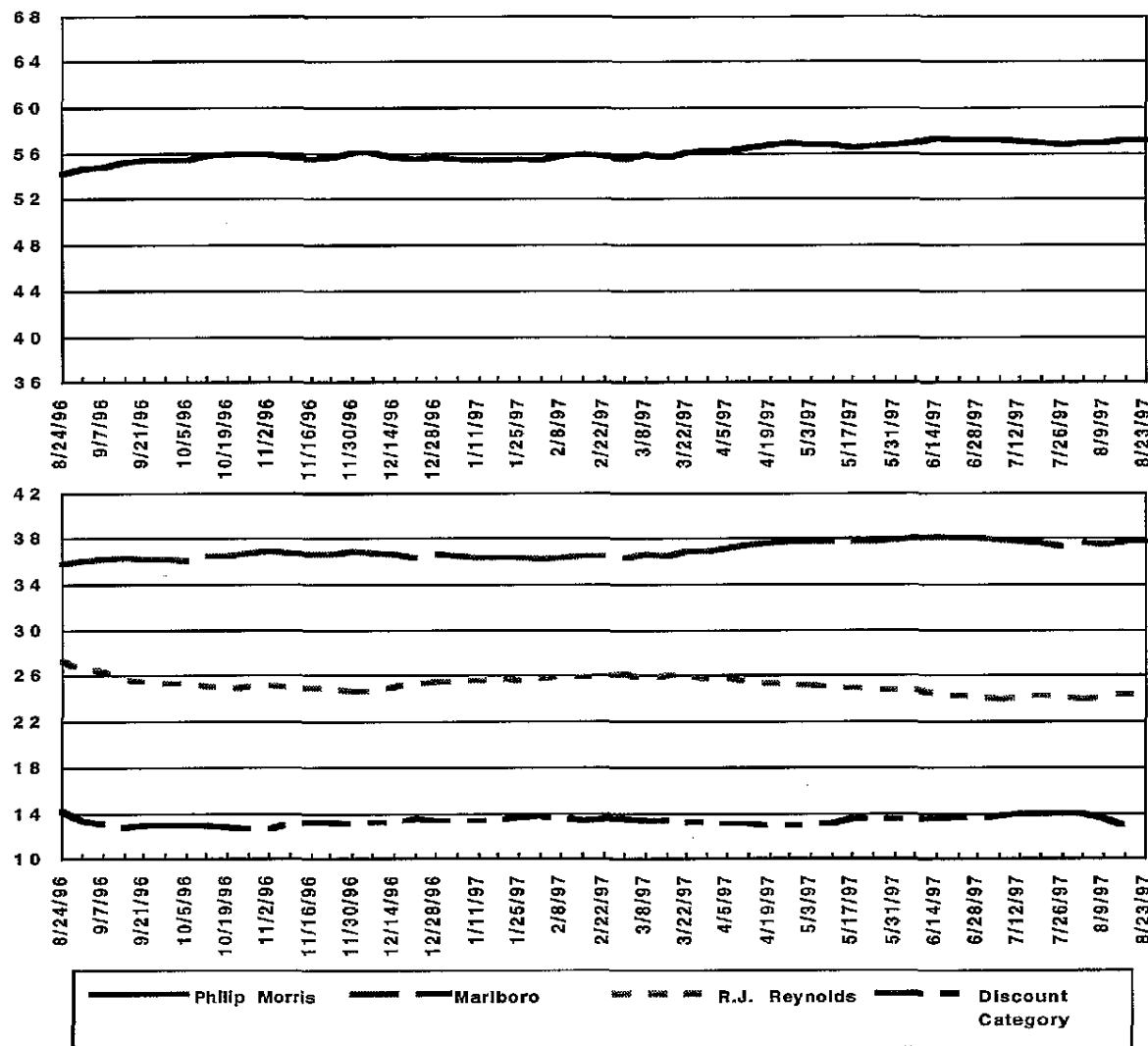
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	66.29	66.19	65.65	66.31	0.66
Marlboro	42.34	41.87	42.03	42.32	0.29
OPB	15.91	15.82	15.60	15.91	0.31
Basic	6.14	6.67	5.89	6.13	0.25
R. J. Reynolds	17.79	17.53	19.03	17.79	-1.24
Camel	2.96	2.94	2.71	2.91	0.20
Winston	4.45	4.47	4.95	4.48	-0.47
Doral	3.80	3.74	3.99	3.84	-0.15
B&W	11.42	11.64	11.02	11.39	0.37
GPC	1.69	1.77	1.23	1.65	0.42
Lorillard	3.82	4.06	3.59	3.82	0.23
Newport	2.01	2.14	1.80	2.01	0.20
Liggett Group	0.62	0.56	0.65	0.61	-0.03
Premium	84.68	84.27	84.39	84.65	0.26
Private Label	0.30	0.24	0.99	0.31	-0.68
Avg Ind CPW	180.72	179.49	187.28	183.03	-4.25
Avg PM CPW	119.80	118.80	122.95	121.36	-1.59
Avg Marl CPW	76.51	75.16	78.71	77.46	-1.25
# of Stores	46	46	45	46	1

Source: STARS Store Level Data

National Account Package

2071843233

KROGER CO HOUSTON THROUGH W/E 8/23/97



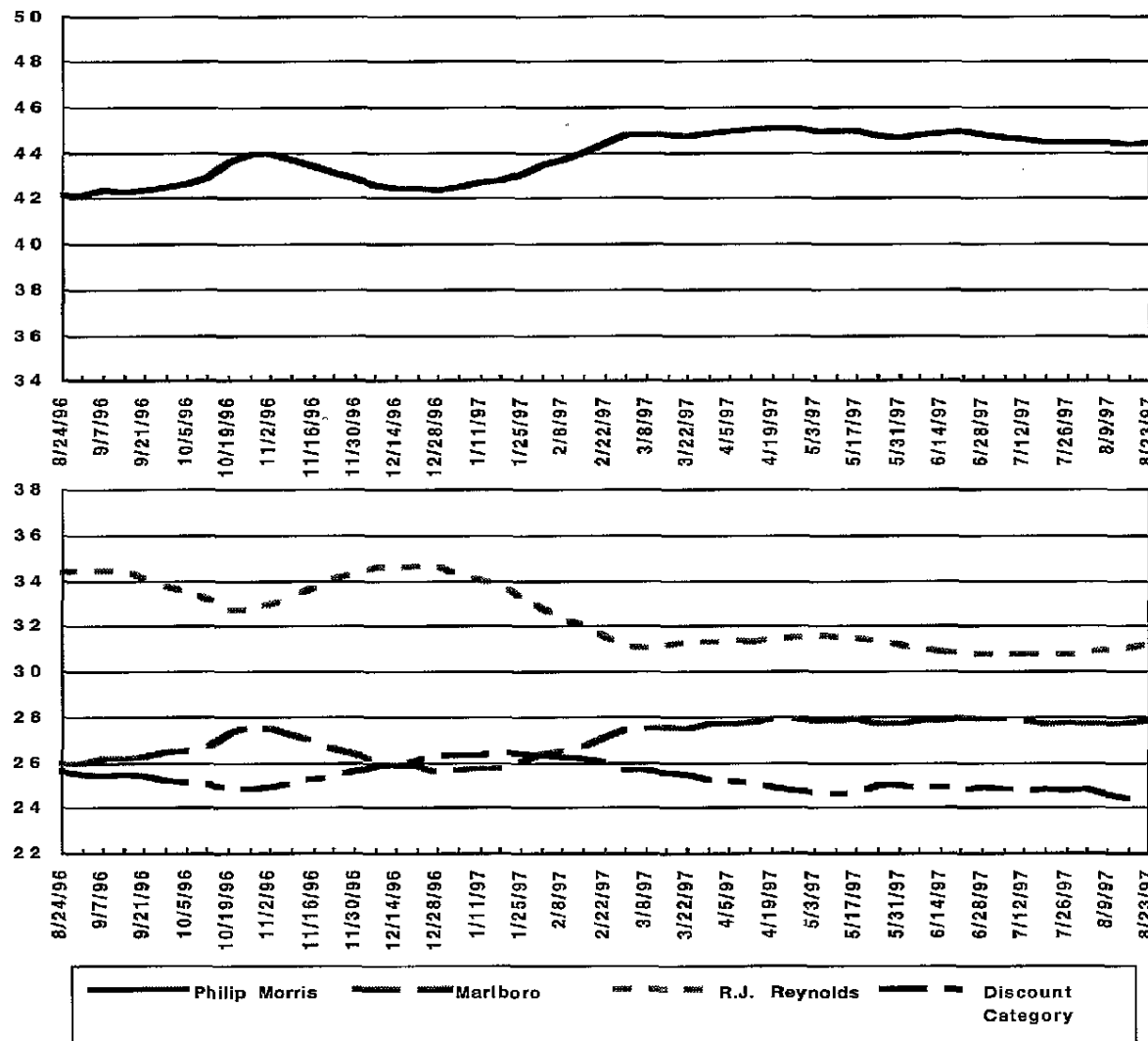
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	56.99	57.26	54.18	56.81	2.63
Marlboro	37.77	37.73	35.12	37.53	2.41
OPB	16.78	17.00	16.42	16.79	0.37
Basic	1.53	1.61	1.62	1.54	-0.08
R. J. Reynolds	24.69	24.56	27.49	24.84	-2.65
Camel	3.42	3.46	3.40	3.50	0.10
Winston	6.34	6.35	6.68	6.30	-0.38
Doral	4.01	4.08	4.29	4.12	-0.17
B&W	12.14	12.26	12.28	12.20	-0.08
GPC	1.06	1.10	1.14	1.11	-0.03
Lorillard	5.31	5.18	5.27	5.28	0.01
Newport	1.97	2.16	1.77	1.96	0.19
Liggett Group	0.78	0.75	0.75	0.76	0.00
Premium	86.91	87.31	85.41	86.77	1.36
Private Label	3.03	2.76	4.89	3.03	-1.86
Avg Ind CPW	183.31	182.15	209.87	185.66	-24.22
Avg PM CPW	104.47	104.29	113.72	105.48	-8.24
Avg Marl CPW	69.24	68.73	73.71	69.67	-4.04
# of Stores	45	45	45	45	0

Source: STARS Store Level Data

National Account Package

2071843234

KROGER CO INDIANAPOLIS THROUGH W/E 8/23/97



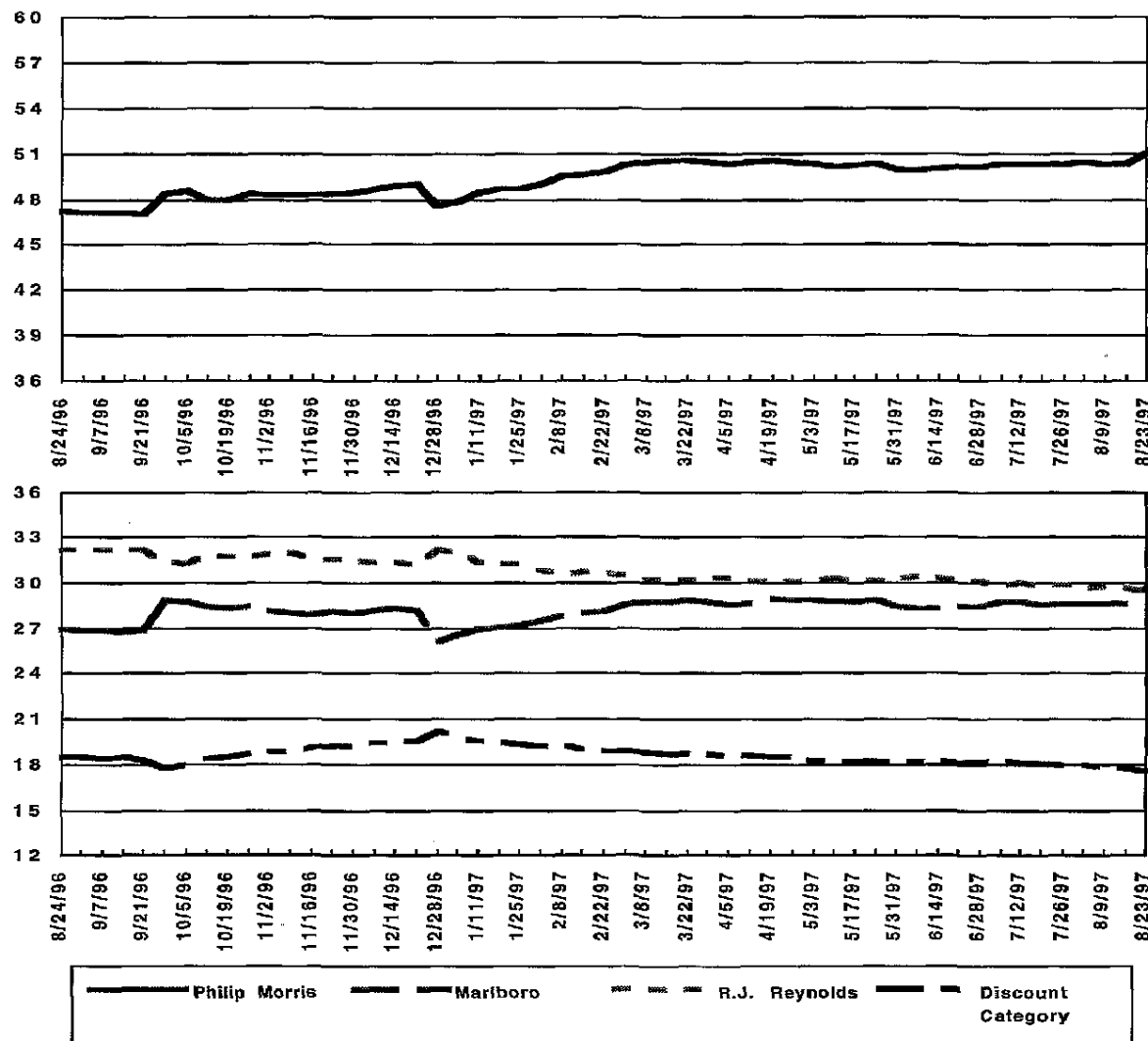
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	44.60	44.46	43.71	44.83	1.12
Marlboro	27.78	27.84	26.80	27.86	1.06
OPB	9.10	9.23	8.70	9.03	0.34
Basic	4.91	4.74	5.33	5.04	-0.29
R. J. Reynolds	31.27	31.22	33.58	31.12	-2.46
Camel	6.05	5.91	6.14	5.96	-0.18
Winston	6.61	6.85	7.27	6.51	-0.76
Doral	3.77	3.77	4.55	3.79	-0.76
B&W	17.06	17.10	16.25	16.92	0.66
GPC	4.03	3.91	3.69	4.08	0.39
Lorillard	5.77	5.89	5.68	5.83	0.15
Newport	2.95	2.99	2.65	2.95	0.30
Liggett Group	1.23	1.30	0.73	1.16	0.44
Premium	75.49	75.94	74.59	75.22	0.62
Private Label	4.47	4.27	5.03	4.65	-0.38
Avg Ind CPW	338.10	336.40	410.81	348.36	-62.46
Avg PM CPW	150.80	149.58	179.58	156.18	-23.39
Avg Marl CPW	93.92	93.66	110.09	97.04	-13.05
# of Stores	119	119	119	119	0

Source: STARS Store Level Data

National Account Package

2071843235

KROGER CO MEMPHIS THROUGH W/E 8/23/97



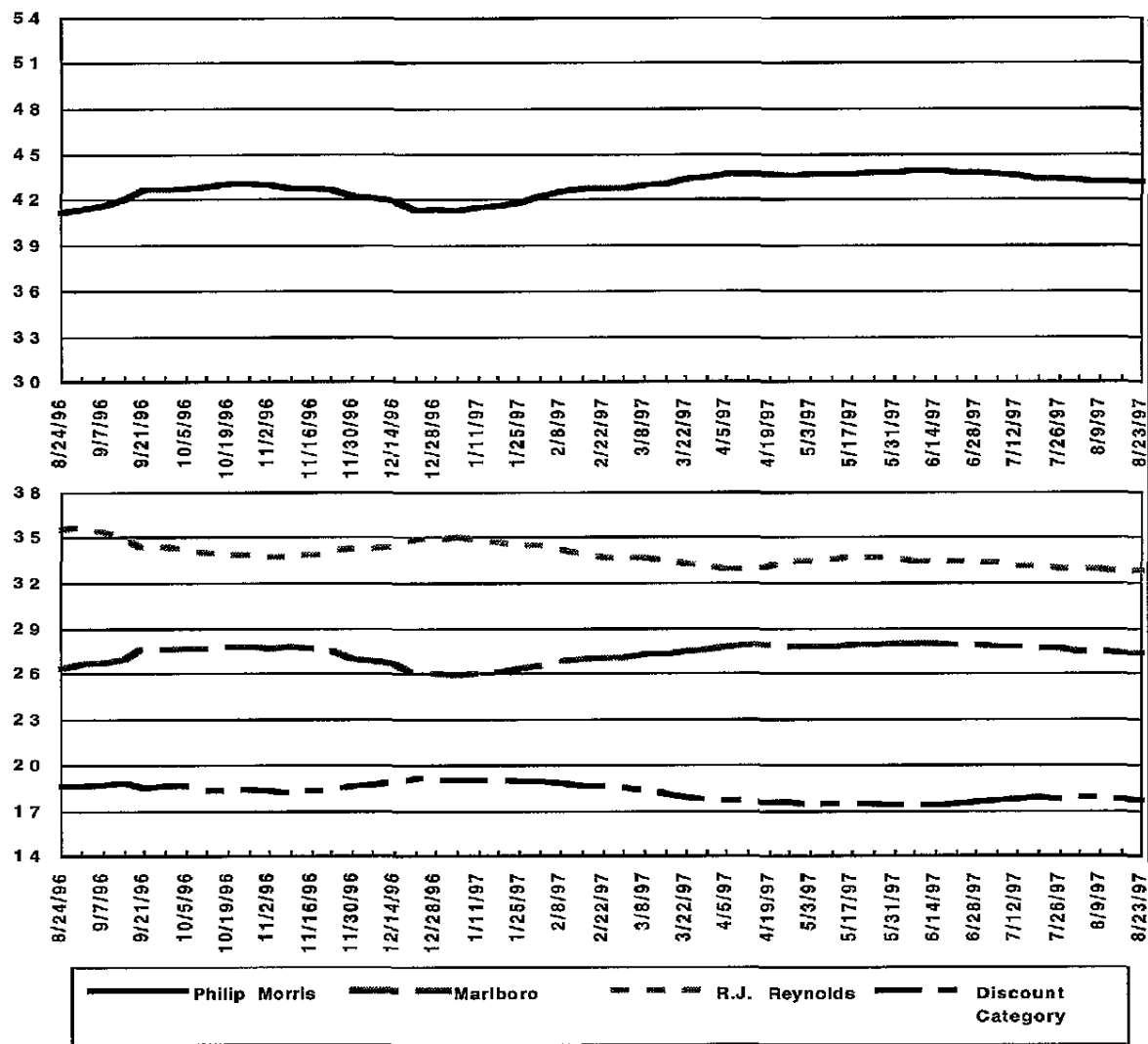
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	50.74	51.09	47.81	50.56	2.75
Marlboro	29.25	29.65	27.36	29.01	1.65
OPB	14.19	14.26	13.73	14.16	0.43
Basic	4.76	4.68	4.39	4.80	0.41
R. J. Reynolds	29.74	29.33	32.08	29.91	-2.17
Camel	2.65	2.60	2.67	2.65	-0.03
Winston	6.96	7.05	7.41	6.90	-0.52
Doral	4.67	4.58	5.18	4.80	-0.39
B&W	12.55	12.60	12.83	12.53	-0.30
GPC	1.18	1.21	1.25	1.18	-0.07
Lorillard	5.65	5.71	6.13	5.66	-0.47
Newport	3.04	3.14	2.90	3.00	0.10
Liggett Group	1.25	1.22	1.12	1.24	0.12
Premium	82.12	82.45	81.35	81.88	0.53
Private Label	2.14	1.96	2.88	2.20	-0.69
Avg Ind CPW	217.30	219.52	214.11	219.13	5.02
Avg PM CPW	110.25	112.16	102.37	110.79	8.43
Avg Marl CPW	63.56	65.09	58.59	63.57	4.98
# of Stores	92	92	92	92	0

Source: STARS Store Level Data

National Account Package

2071843236

KROGER MID-ATLANTIC THROUGH W/E 8/23/97



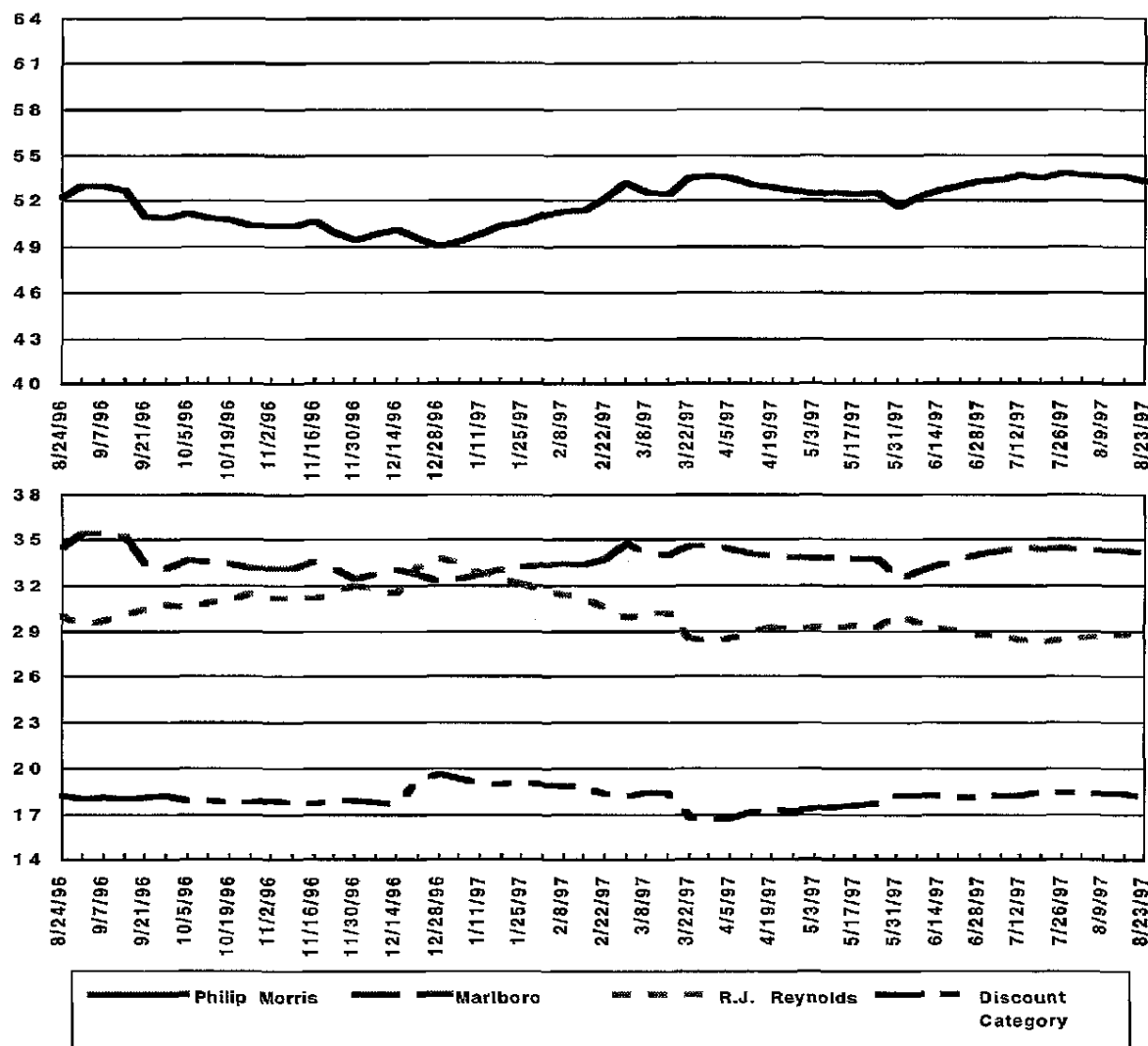
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	43.49	43.19	41.79	43.57	1.78
Marlboro	27.67	27.39	26.69	27.74	1.05
OPB	11.47	11.40	10.86	11.47	0.61
Basic	3.12	3.17	2.81	3.10	0.29
R. J. Reynolds	33.29	32.84	35.08	33.17	-1.91
Camel	4.95	4.88	4.71	4.91	0.20
Winston	7.98	8.07	8.55	7.89	-0.66
Doral	4.31	4.18	4.83	4.32	-0.50
B&W	14.04	14.50	14.26	13.99	-0.27
GPC	1.81	1.89	1.84	1.81	-0.03
Lorillard	8.12	8.49	7.94	8.14	0.20
Newport	4.89	5.06	4.16	4.81	0.65
Liggett Group	0.92	0.97	0.86	0.91	0.05
Premium	82.47	82.37	81.29	82.37	1.09
Private Label	3.83	3.72	4.86	3.88	-0.98
Avg Ind CPW	243.57	241.59	280.35	248.36	-31.98
Avg PM CPW	105.92	104.34	117.15	108.20	-8.95
Avg Marl CPW	67.39	66.18	74.83	68.90	-5.93
# of Stores	101	101	99	101	2

Source: STARS Store Level Data

National Account Package

2071843237

KROGER CO NASHVILLE THROUGH W/E 8/23/97

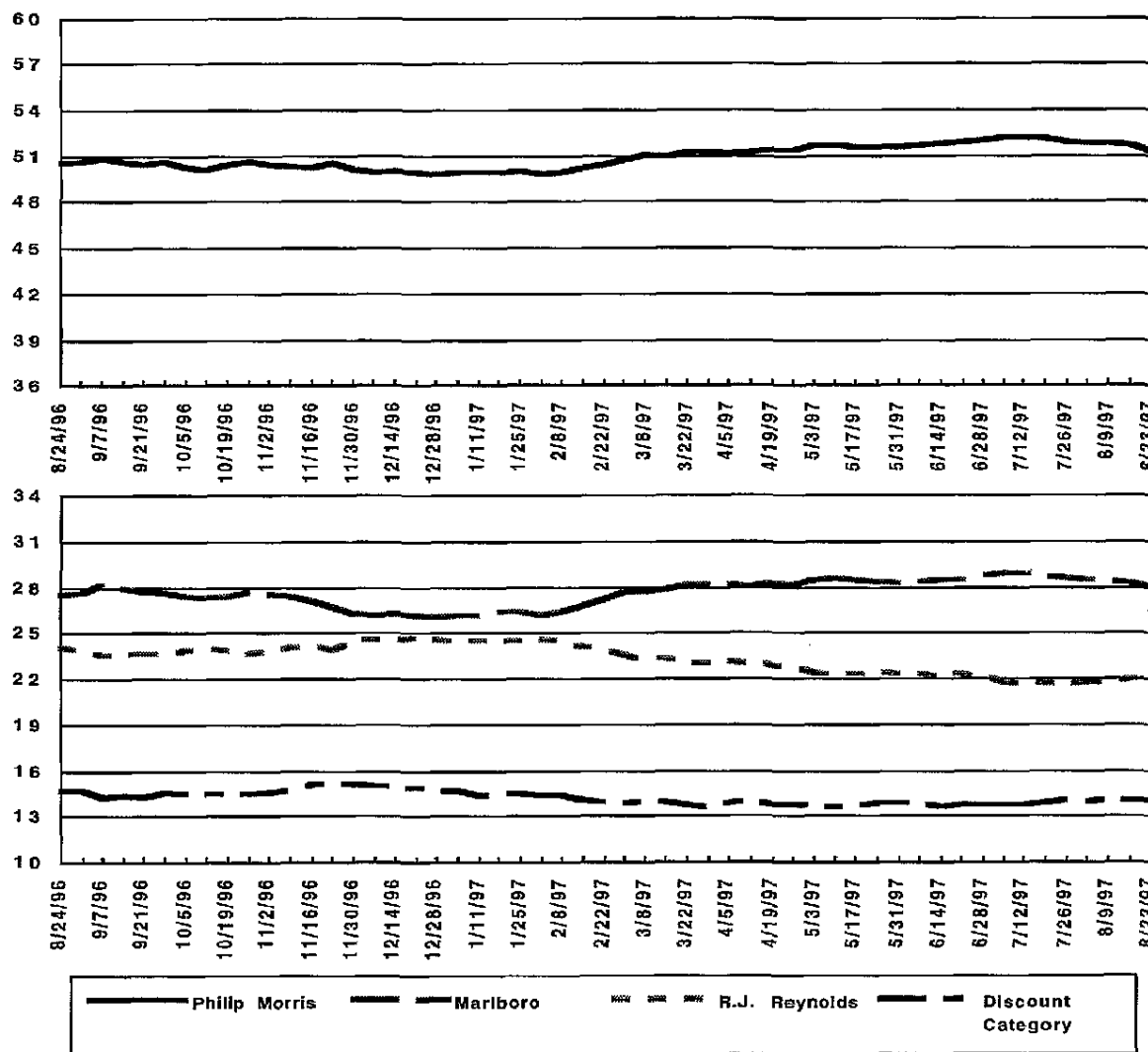


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	52.99	53.35	50.78	53.23	2.45
Marlboro	33.96	34.10	33.26	34.16	0.90
OPB	12.30	12.22	11.49	12.47	0.98
Basic	4.48	4.90	3.68	4.30	0.62
R. J. Reynolds	29.19	29.06	30.97	28.86	-2.11
Camel	3.26	3.29	3.10	3.27	0.17
Winston	8.91	8.98	8.75	8.72	-0.03
Doral	4.50	4.90	6.00	4.08	-1.91
B&W	11.34	11.02	12.44	11.33	-1.11
GPC	0.66	0.60	0.91	0.68	-0.23
Lorillard	4.72	4.61	4.80	4.83	0.03
Newport	2.00	2.05	1.80	2.03	0.23
Liggett Group	1.10	1.05	0.92	1.11	0.18
Premium	82.02	81.77	80.89	82.50	1.61
Private Label	1.64	1.24	1.99	1.78	-0.20
Avg Ind CPW	447.14	452.67	563.61	452.68	-110.93
Avg PM CPW	236.95	241.52	286.21	240.98	-45.22
Avg Marl CPW	151.86	154.37	187.46	154.63	-32.84
# of Stores	76	76	75	76	1

Source: STARS Store Level Data
National Account Package

2071843238

KROGER CO-SUITE 340 THROUGH W/E 8/23/97



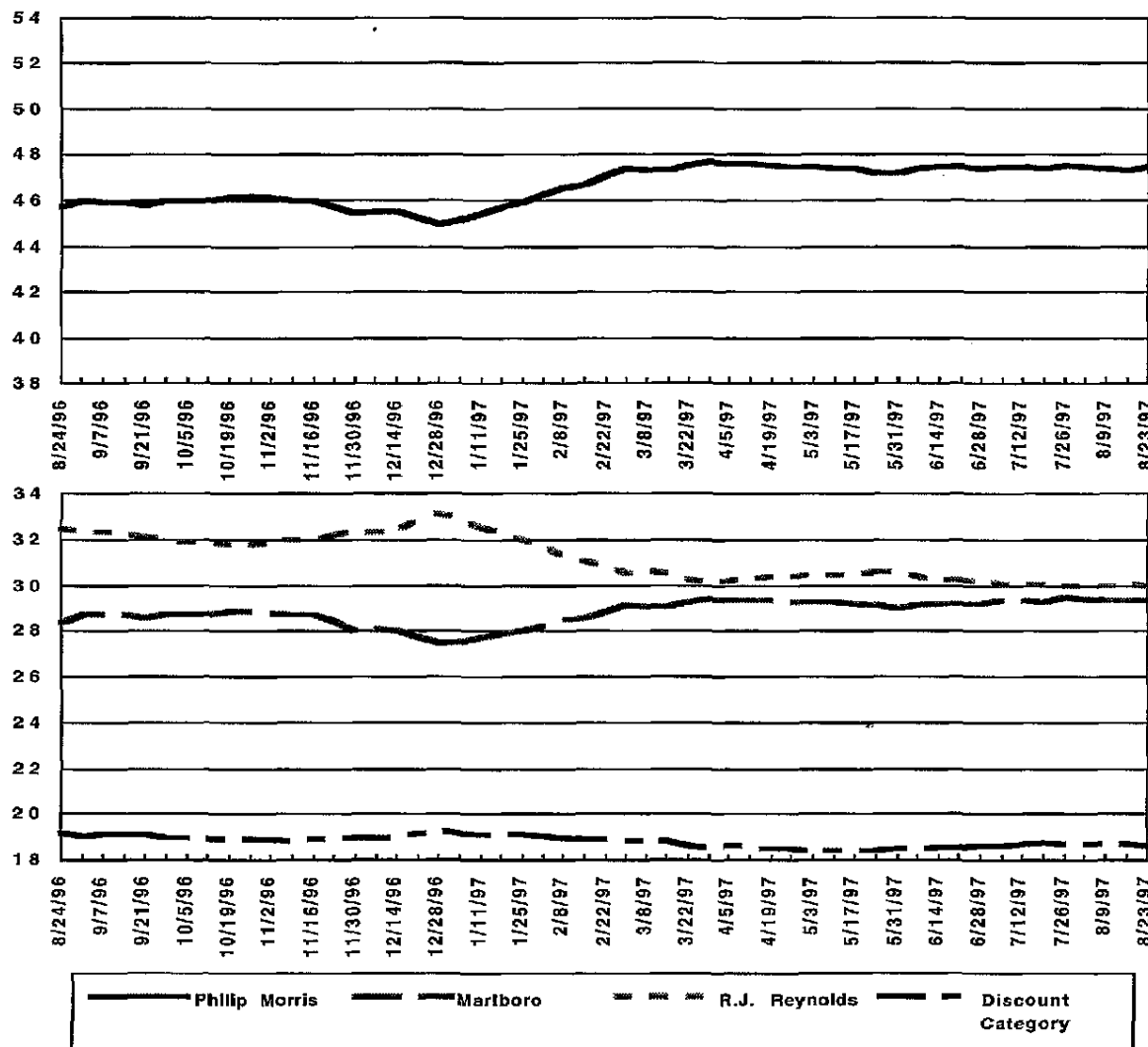
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	51.44	51.26	49.60	51.41	1.81
Marlboro	28.22	28.05	26.41	28.18	1.77
OPB	14.84	14.71	15.00	14.91	-0.09
Basic	7.64	7.79	7.38	7.57	0.19
R. J. Reynolds	22.27	22.17	24.92	22.56	-2.36
Camel	3.50	3.40	3.60	3.48	-0.12
Winston	6.08	6.27	6.64	6.19	-0.44
Doral	1.47	1.50	1.99	1.50	-0.49
B&W	14.25	14.47	14.14	14.13	-0.01
GPC	0.33	0.37	0.28	0.31	0.03
Lorillard	10.57	10.61	10.17	10.51	0.34
Newport	6.86	6.90	6.39	6.81	0.42
Liggett Group	1.42	1.49	1.16	1.35	0.19
Premium	86.06	85.95	85.08	86.10	1.02
Private Label	0.25	0.26	0.59	0.29	-0.30
Avg Ind CPW	129.67	129.73	159.23	133.18	-26.05
Avg PM CPW	66.71	66.50	78.98	68.46	-10.51
Avg Marl CPW	36.59	36.40	42.06	37.54	-4.52
# of Stores	73	73	73	73	0

Source: STARS Store Level Data

National Account Package

2071843239

TOTAL KROGER THROUGH W/E 8/23/97



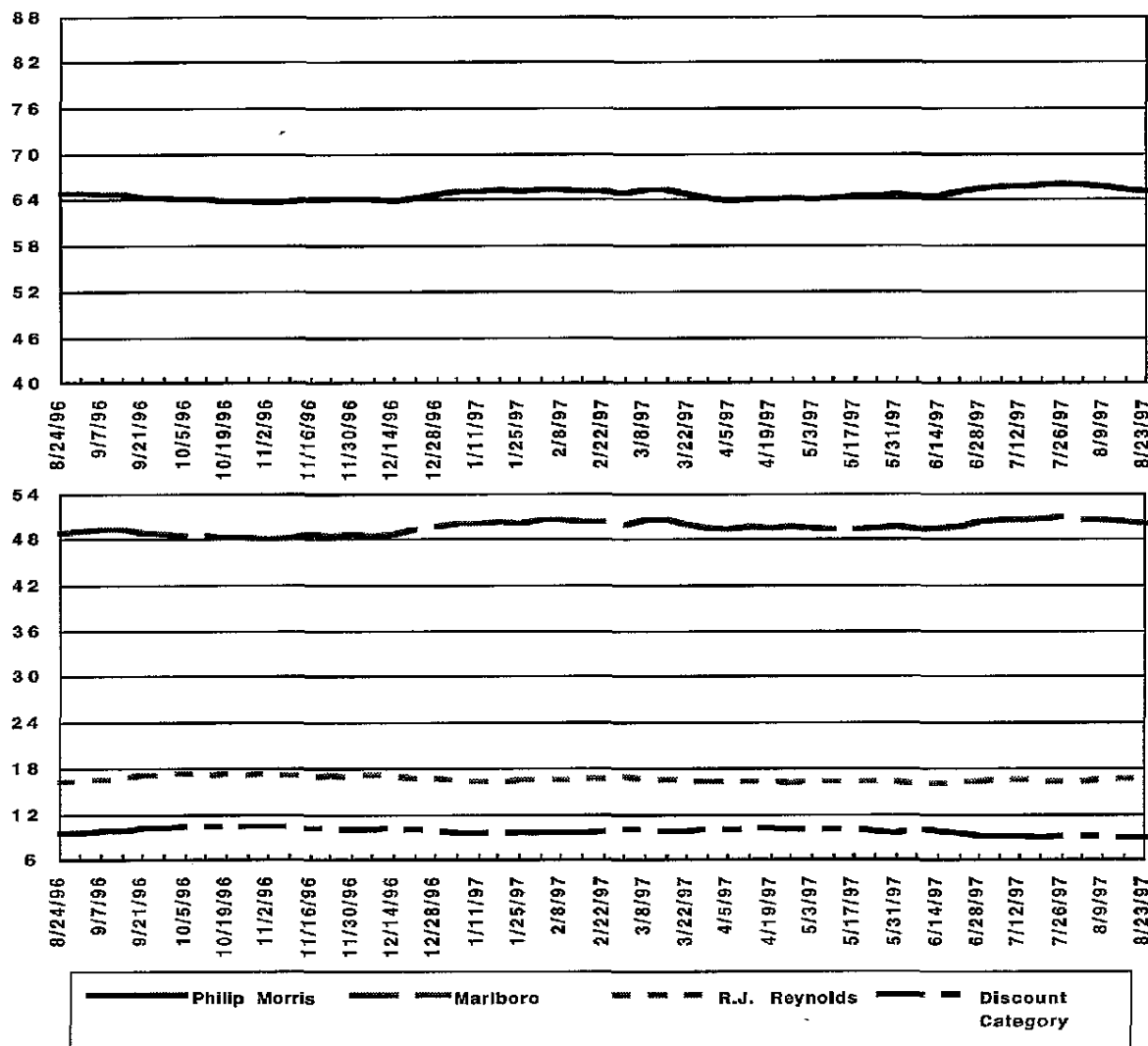
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	47.34	47.46	45.76	47.54	1.78
Marlboro	29.25	29.36	28.17	29.34	1.17
OPB	12.01	11.99	11.58	12.03	0.44
Basic	4.34	4.45	4.13	4.37	0.24
R. J. Reynolds	30.28	29.99	32.41	30.10	-2.31
Camel	4.48	4.38	4.54	4.46	-0.09
Winston	7.63	7.67	8.14	7.54	-0.60
Doral	4.34	4.39	4.96	4.29	-0.67
B&W	14.72	14.83	14.50	14.65	0.15
GPC	1.86	1.88	1.80	1.92	0.12
Lorillard	6.21	6.27	6.28	6.25	-0.02
Newport	3.27	3.34	2.96	3.25	0.28
Liggett Group	1.26	1.27	1.00	1.23	0.23
Premium	81.45	81.35	80.84	81.39	0.55
Private Label	2.38	2.27	2.85	2.43	-0.42
Avg Ind CPW	299.85	301.28	344.13	303.61	-40.52
Avg PM CPW	141.95	142.98	157.49	144.34	-13.15
Avg Marl CPW	87.72	88.44	96.95	89.07	-7.87
# of Stores	896	896	887	896	9

Source: STARS Store Level Data

National Account Package

2071843240

MOBIL THROUGH W/E 8/23/97



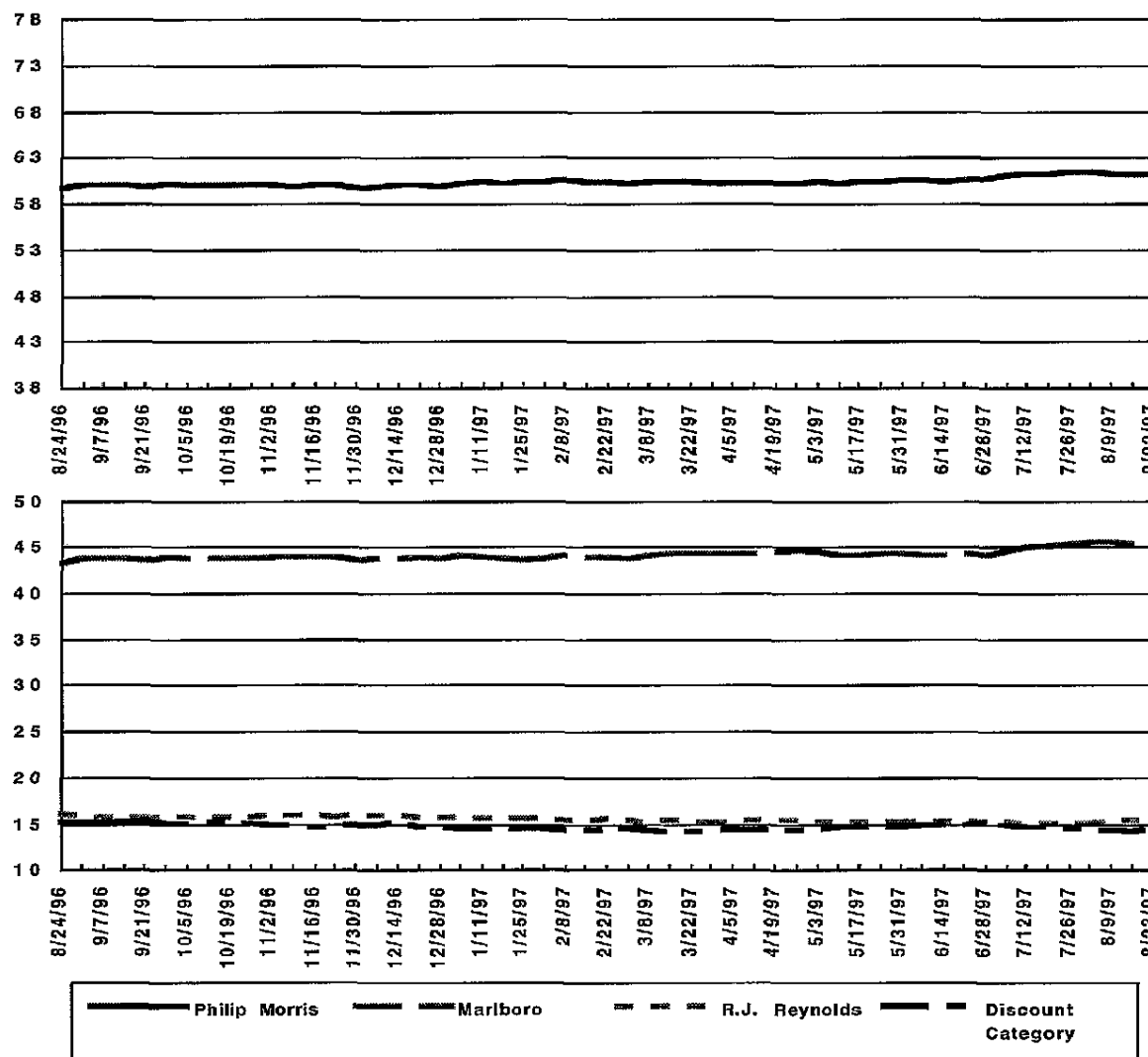
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	64.88	65.17	63.96	64.91	0.94
Marlboro	49.88	50.18	48.41	49.86	1.45
OPB	11.87	11.85	12.46	11.94	-0.52
Basic	2.88	2.92	2.68	2.85	0.17
R. J. Reynolds	16.62	16.86	17.08	16.58	-0.50
Camel	5.90	5.99	5.19	5.88	0.69
Winston	4.09	4.39	4.01	4.04	0.03
Doral	2.08	1.92	2.65	2.06	-0.60
B&W	9.36	8.76	9.54	9.29	-0.26
GPC	2.34	2.22	2.66	2.40	-0.26
Lorillard	8.96	9.05	9.25	9.05	-0.20
Newport	7.42	7.58	7.49	7.47	-0.02
Liggett Group	0.10	0.10	0.14	0.10	-0.03
Premium	90.61	91.03	89.61	90.59	0.98
Private Label	0.03	0.02	0.09	0.03	-0.07
Avg Ind CPW	177.92	186.44	153.09	171.46	18.37
Avg PM CPW	115.44	121.49	97.92	111.29	13.37
Avg Marl CPW	88.75	93.56	74.11	85.50	11.39
# of Stores	509	509	488	509	21

Source: STARS Store Level Data

National Account Package

2071843241

MOBIL PBD THROUGH W/E 8/23/97



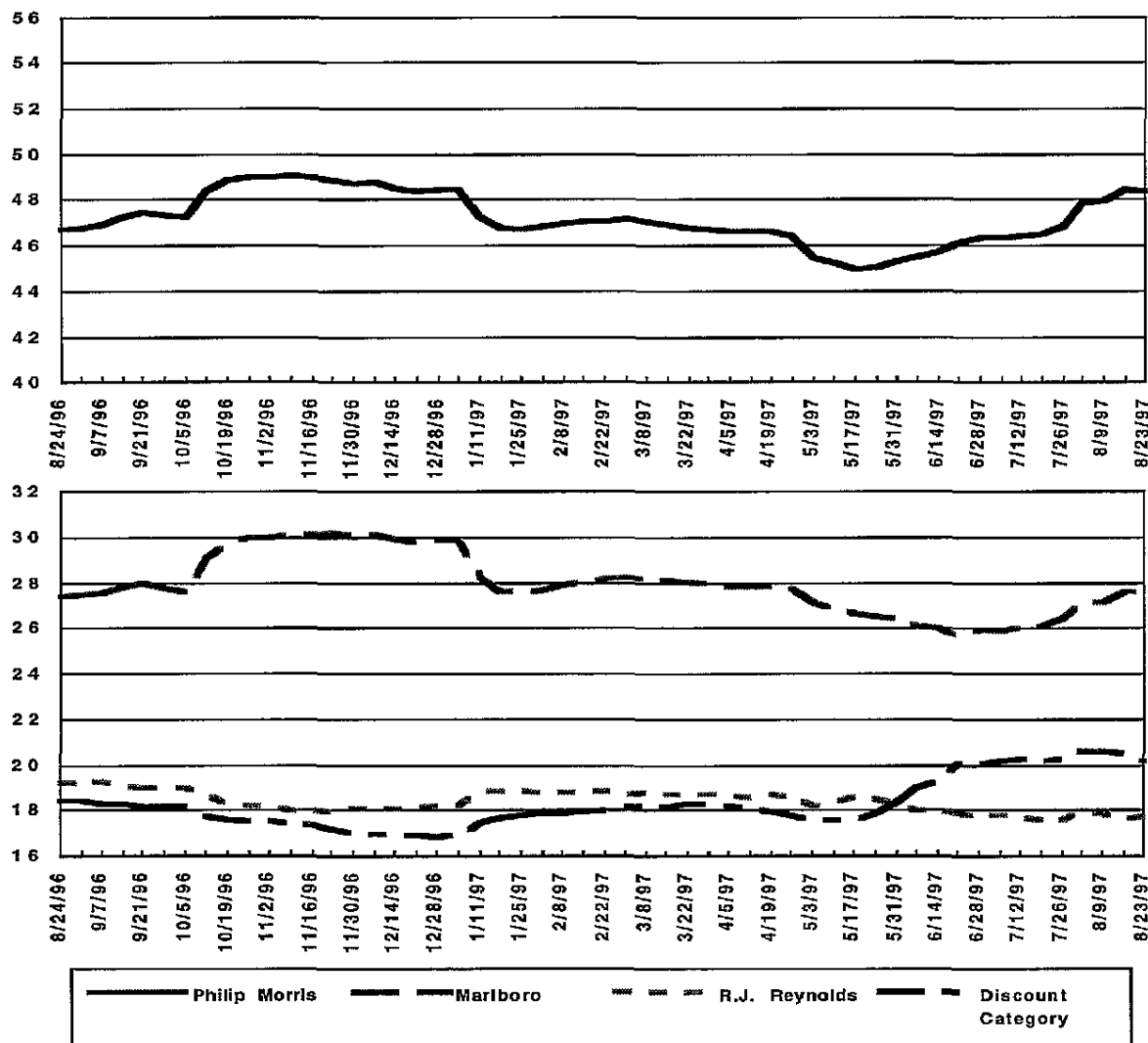
	<u>26 WK</u>	<u>13 WK</u>	<u>FY '96</u>	<u>YTD '97</u>	<u>DIFF</u>
Philip Morris	60.84	61.19	59.69	60.67	0.98
Marlboro	44.86	45.33	43.27	44.60	1.33
OPB	10.78	10.74	10.92	10.97	0.05
Basic	3.53	3.63	3.51	3.43	-0.08
R. J. Reynolds	15.28	15.29	16.05	15.33	-0.72
Camel	5.91	5.94	5.82	5.94	0.12
Winston	3.66	3.73	4.04	3.68	-0.36
Doral	1.02	1.05	1.10	1.01	-0.09
B&W	11.68	11.45	12.29	11.69	-0.60
GPC	3.63	3.60	3.27	3.60	0.33
Lorillard	11.04	10.95	10.82	11.09	0.28
Newport	8.85	8.83	8.52	8.88	0.36
Liggett Group	0.54	0.49	0.73	0.57	-0.16
Premium	85.46	85.68	84.70	85.50	0.80
Private Label	2.65	2.47	3.22	2.71	-0.51
Avg Ind CPW	132.57	140.55	125.93	128.83	2.91
Avg PM CPW	80.65	86.01	75.17	78.17	3.00
Avg Marl CPW	59.48	63.71	54.49	57.46	2.97
# of Stores	648	648	639	648	9

Source: STARS Store Level Data

National Account Package

2071843242

RITE AID THROUGH W/E 8/23/97



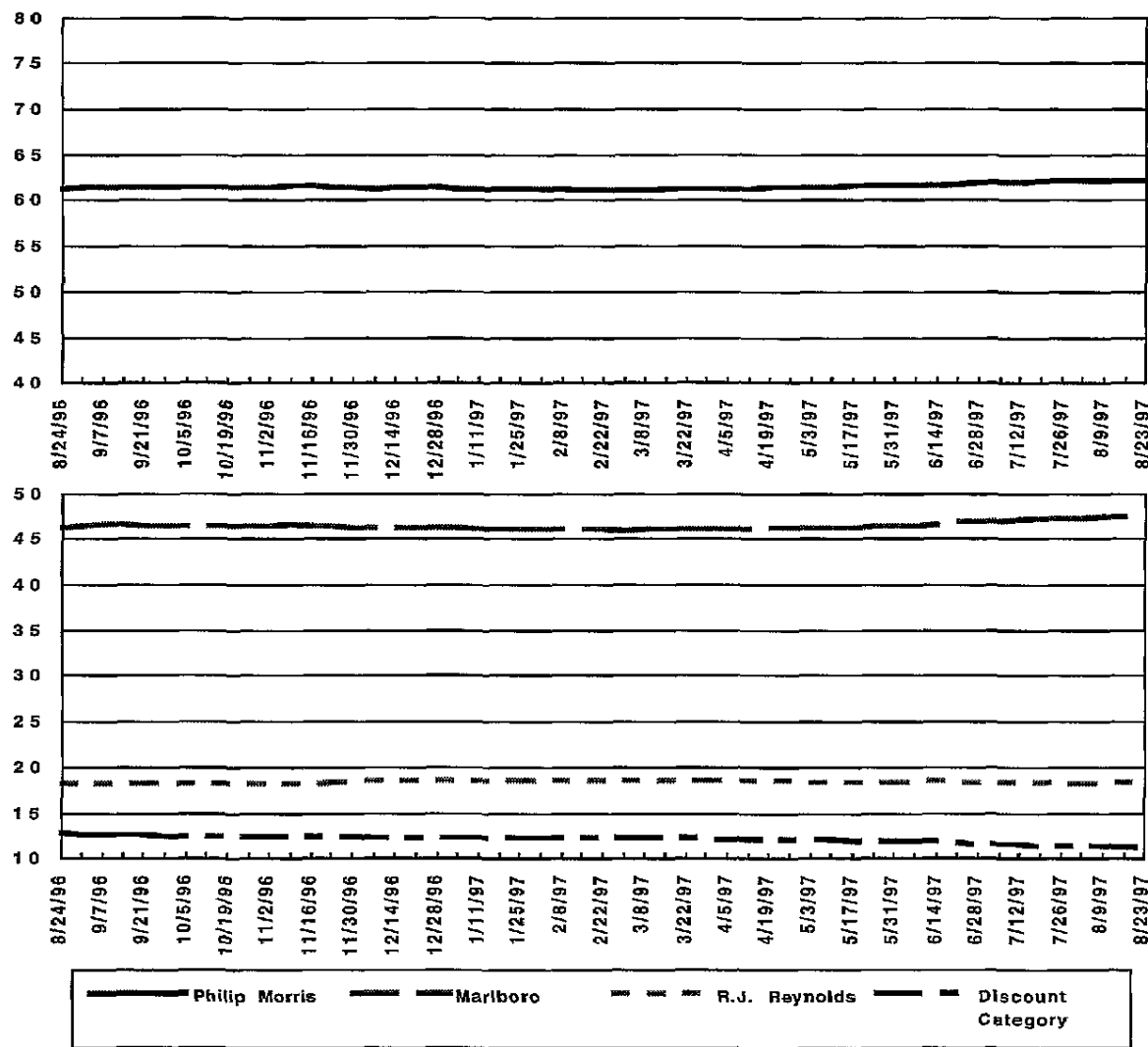
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	46.76	48.42	47.32	46.79	-0.53
Marlboro	27.12	27.70	28.17	27.33	-0.84
OPB	12.70	12.64	13.05	12.77	-0.28
Basic	5.12	6.16	4.16	4.87	0.72
R. J. Reynolds	18.12	17.75	18.85	18.25	-0.59
Camel	3.47	3.36	3.19	3.40	0.21
Winston	4.60	4.66	5.06	4.63	-0.43
Doral	1.82	1.78	1.88	1.96	0.08
B&W	18.12	17.14	16.88	17.76	0.88
GPC	3.05	3.07	2.92	3.04	0.11
Lorillard	12.94	12.96	12.91	13.02	0.11
Newport	9.27	9.14	9.04	9.31	0.26
Liggett Group	3.81	3.70	3.94	3.85	-0.10
Premium	80.97	79.83	81.88	81.08	-0.80
Private Label	0.33	0.27	0.61	0.36	-0.24
Avg Ind CPW	90.20	91.41	99.42	89.05	-10.37
Avg PM CPW	42.18	44.25	47.04	41.67	-5.38
Avg Marl CPW	24.46	25.32	28.00	24.34	-3.67
# of Stores	2607	2607	2576	2607	31

Source: STARS Store Level Data

National Account Package

2071843243

SOUTHLAND THROUGH W/E 8/23/97



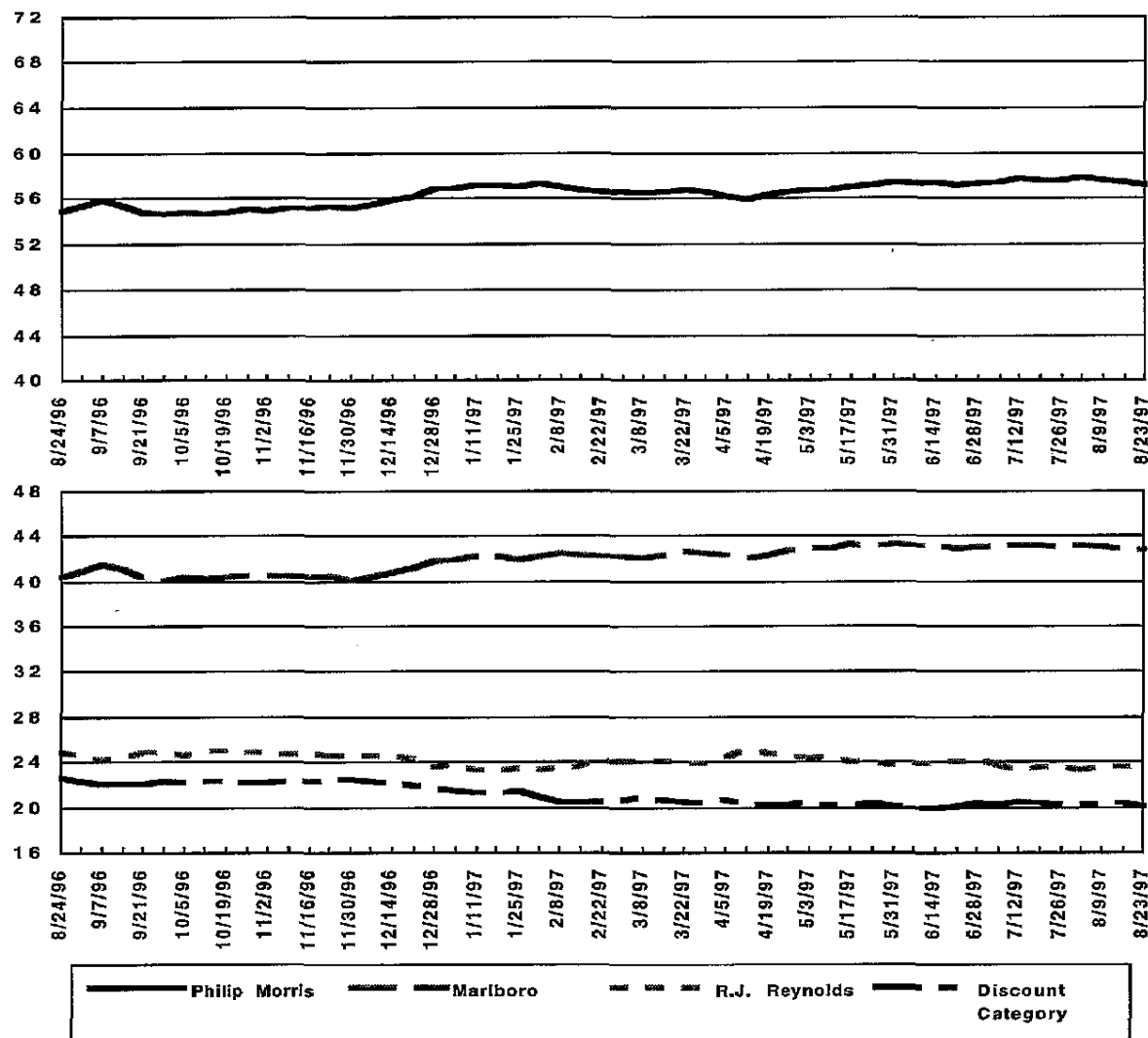
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	61.92	62.22	61.09	61.76	0.67
Marlboro	47.06	47.67	45.87	46.84	0.96
OPB	10.97	10.75	11.01	10.99	-0.02
Basic	2.16	2.11	2.13	2.17	0.04
R. J. Reynolds	18.40	18.33	18.54	18.44	-0.10
Camel	7.12	7.17	6.62	7.11	0.48
Winston	3.70	3.82	3.86	3.68	-0.18
Doral	3.15	3.04	3.21	3.19	-0.03
B&W	10.23	9.95	11.53	10.36	-1.17
GPC	3.29	3.18	4.07	3.36	-0.72
Lorillard	9.07	9.14	8.52	9.04	0.53
Newport	7.91	8.02	7.26	7.87	0.60
Liggett Group	0.18	0.17	0.20	0.18	-0.02
Premium	88.40	88.76	86.98	88.25	1.27
Private Label	1.23	1.19	1.41	1.24	-0.16
Avg Ind CPW	189.51	196.83	186.14	185.04	-1.10
Avg PM CPW	117.35	122.46	113.72	114.28	0.56
Avg Marl CPW	89.18	93.83	85.38	86.67	1.28
# of Stores	4012	4012	3998	4012	14

Source: STARS Store Level Data

National Account Package

2071843244

TOTAL PETROLEUM THROUGH W/E 8/23/97

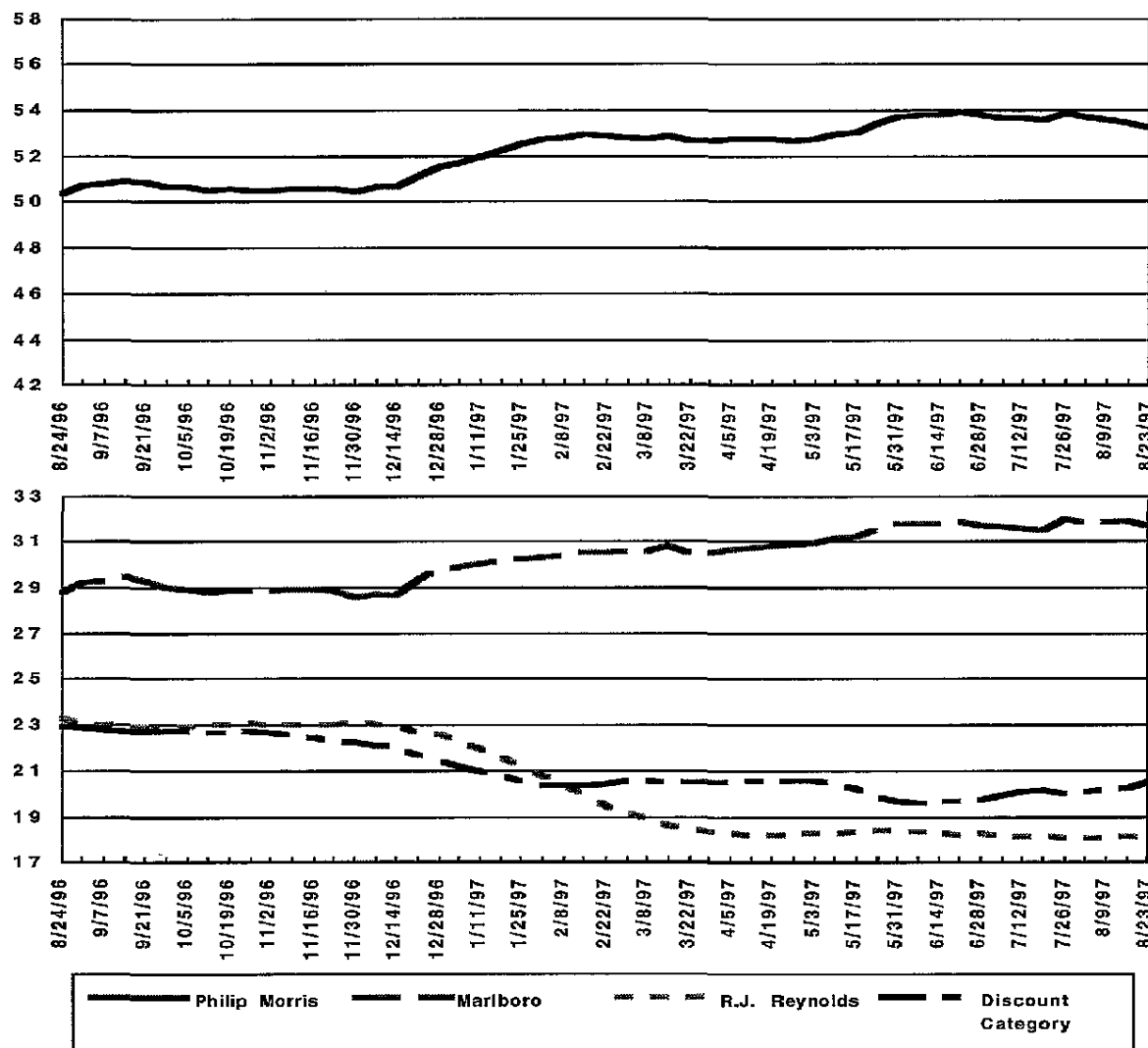


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	57.17	57.13	55.51	56.94	1.42
Marlboro	42.91	42.72	40.57	42.63	2.06
OPB	7.35	7.34	7.75	7.45	-0.30
Basic	6.96	6.14	5.93	5.89	-0.04
R. J. Reynolds	23.90	23.82	24.29	24.01	-0.29
Camel	6.94	6.78	5.51	7.03	1.52
Winston	4.45	4.74	4.53	4.42	-0.10
Doral	3.09	2.97	2.87	2.97	0.09
B&W	12.48	12.44	13.67	12.60	-1.07
GPC	4.12	4.00	4.68	4.25	-0.42
Lorillard	6.20	6.37	6.25	6.20	-0.04
Newport	5.35	5.52	5.22	5.34	0.12
Liggett Group	0.16	0.16	0.21	0.16	-0.05
Premium	79.72	79.85	77.27	79.65	2.39
Private Label	4.11	4.14	5.28	4.20	-1.09
Avg Ind CPW	175.57	177.45	164.11	171.23	7.12
Avg PM CPW	100.38	101.39	91.10	97.49	6.39
Avg Marl CPW	75.34	75.81	66.58	73.00	6.42
# of Stores	541	541	539	541	2

Source: STARS Store Level Data
National Account Package

2071843245

WALGREENS THROUGH W/E 8/23/97

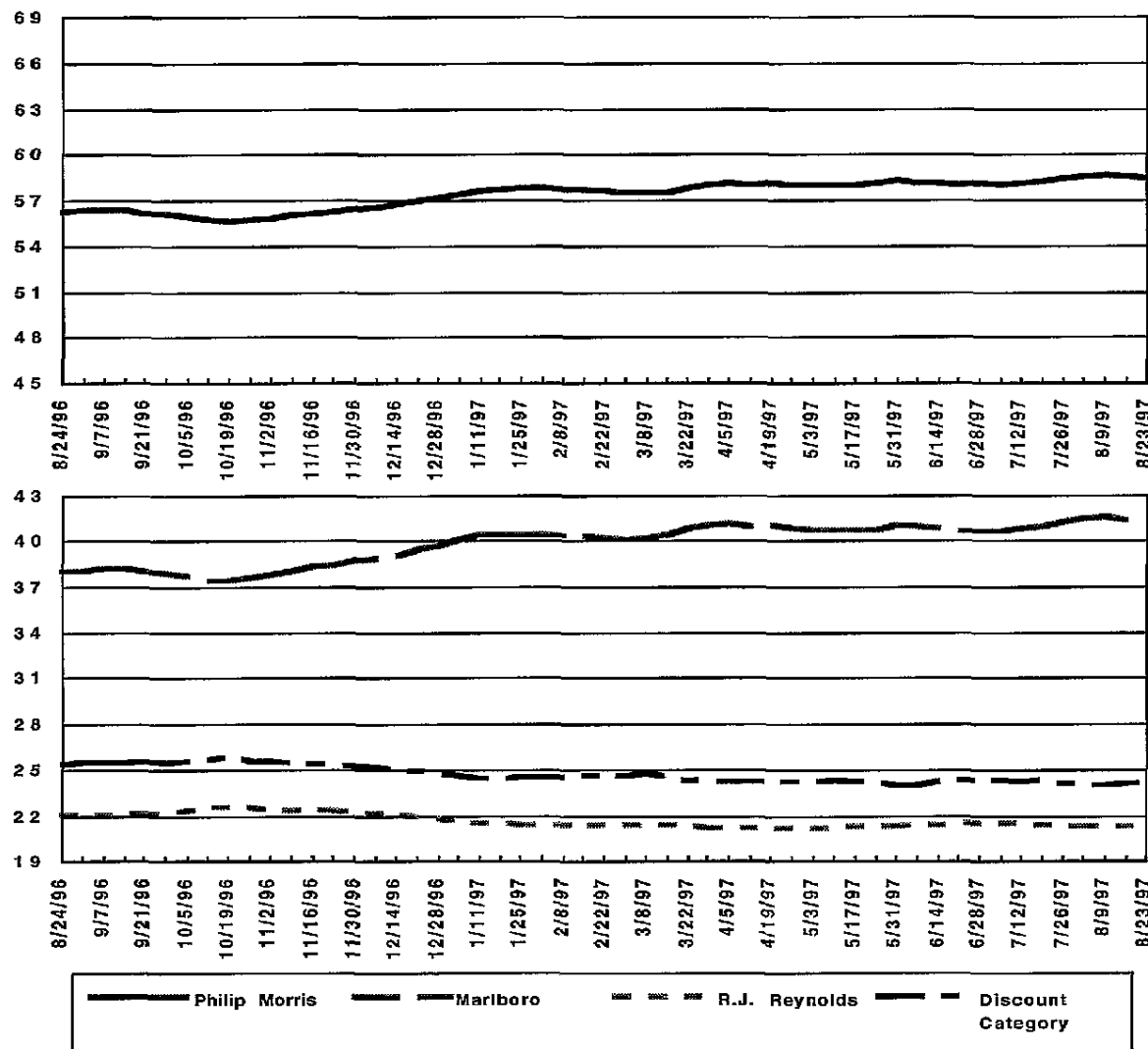


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	53.35	53.22	50.31	53.15	2.84
Marlboro	31.66	31.74	28.73	31.27	2.54
OPB	15.12	14.96	15.09	15.20	0.12
Basic	5.35	5.23	4.60	5.35	0.75
R. J. Reynolds	18.26	18.11	23.48	18.27	-5.21
Camel	3.38	3.30	2.88	3.33	0.46
Winston	4.40	4.44	4.17	4.39	0.22
Doral	3.21	3.22	2.41	3.06	0.64
B&W	19.45	19.66	16.94	19.43	2.49
GPC	7.28	7.48	4.40	7.19	2.79
Lorillard	8.14	8.19	8.51	8.32	-0.19
Newport	6.40	6.44	6.13	6.48	0.36
Liggett Group	0.39	0.41	0.57	0.41	-0.16
Premium	79.81	79.53	77.05	79.76	2.71
Private Label	0.46	0.58	6.86	0.63	-6.23
Avg Ind CPW	124.56	124.92	140.69	125.72	-14.97
Avg PM CPW	66.45	66.49	70.78	66.82	-3.96
Avg Marl CPW	39.44	39.65	40.42	39.32	-1.11
# of Stores	1322	1322	1286	1322	36

Source: STARS Store Level Data
National Account Package

2071843246

WALMART THROUGH W/E 8/23/97



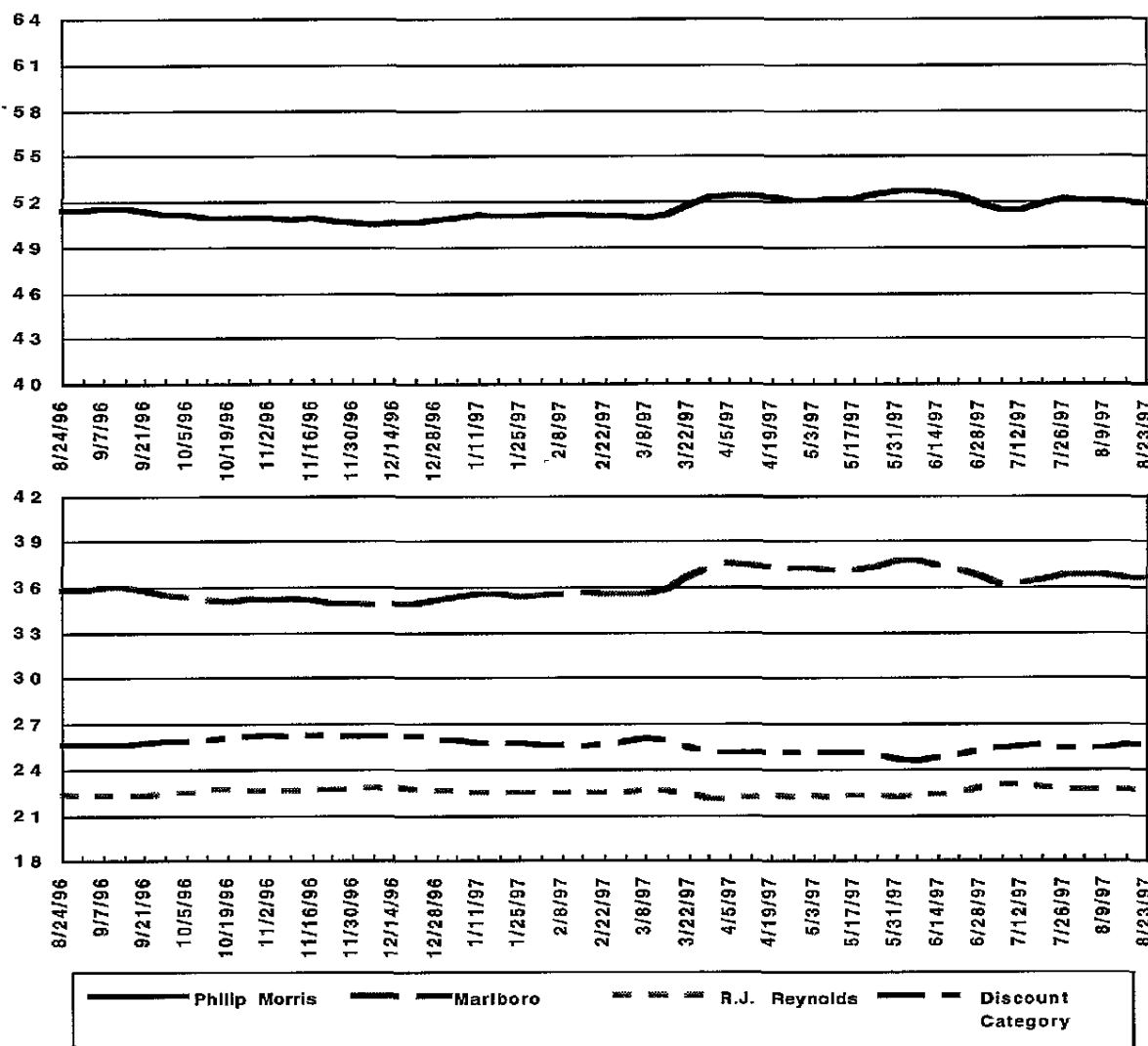
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	58.34	58.50	56.22	58.06	1.84
Marlboro	41.06	41.30	38.12	40.78	2.65
OPB	8.53	8.50	8.75	8.53	-0.23
Basic	5.91	5.92	5.65	5.84	0.19
R. J. Reynolds	21.37	21.39	22.35	21.42	-0.93
Camel	3.90	3.91	3.91	3.90	-0.02
Winston	4.92	4.92	5.40	4.92	-0.48
Doral	6.62	6.72	6.40	6.61	0.21
B&W	13.68	13.43	15.08	13.79	-1.28
GPC	5.35	5.32	5.68	5.42	-0.26
Lorillard	6.00	6.11	5.90	6.05	0.15
Newport	4.72	4.76	4.48	4.75	0.27
Liggett Group	0.17	0.17	0.27	0.19	-0.08
Premium	75.80	75.81	74.72	75.67	0.96
Private Label	0.98	0.99	1.42	1.02	-0.40
Avg Ind CPW	1226.06	1237.17	1140.54	1205.65	65.10
Avg PM CPW	715.23	723.76	641.17	699.97	58.80
Avg Marl CPW	503.43	510.90	434.78	491.61	56.82
# of Stores	2278	2278	2270	2278	8

Source: STARS Store Level Data

National Account Package

2071843247

SAM'S THROUGH W/E 8/23/97



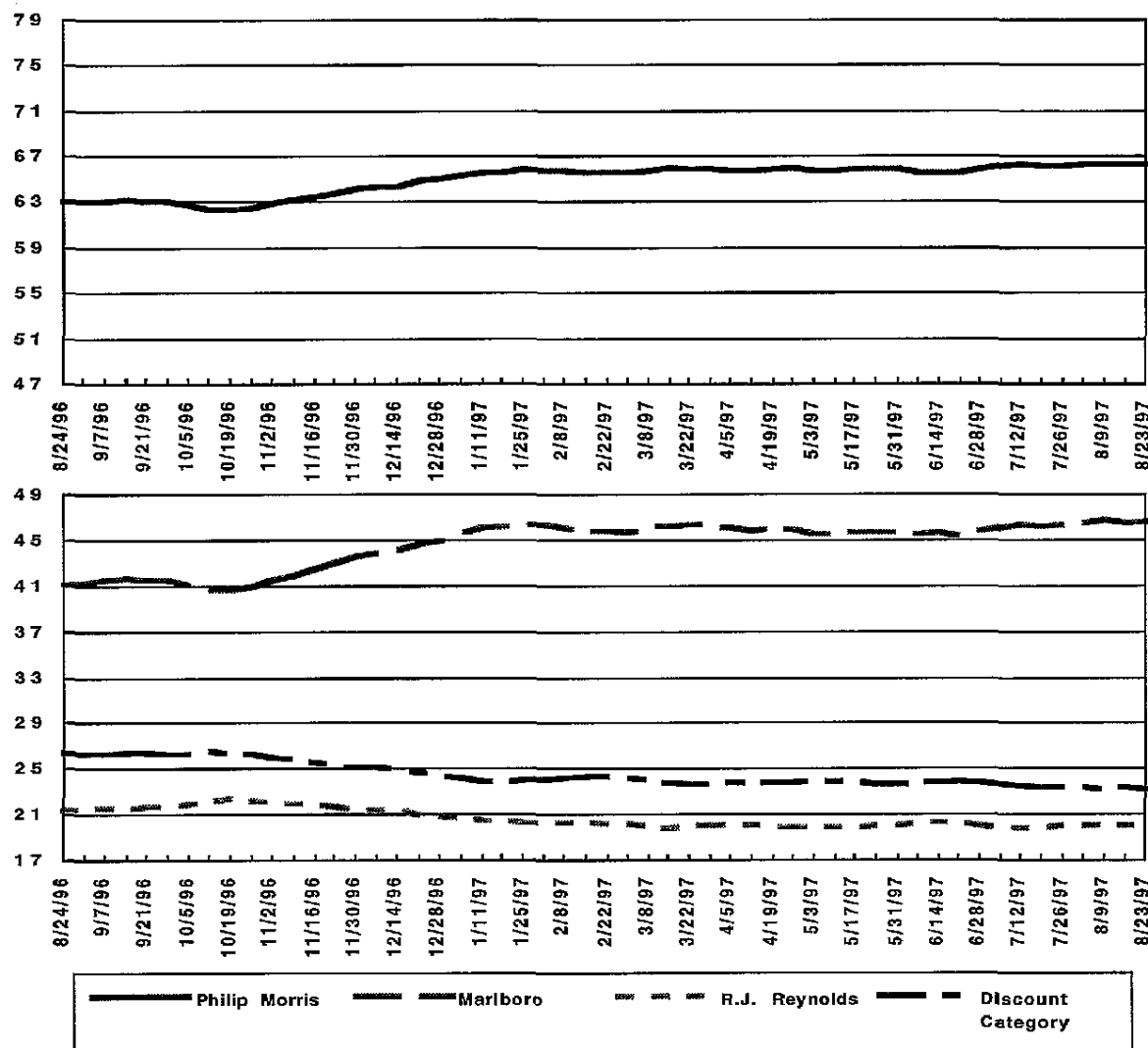
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	52.20	51.93	50.94	51.92	0.98
Marlboro	37.00	36.59	35.31	36.69	1.38
OPB	8.13	8.08	8.37	8.17	-0.20
Basic	5.21	5.26	4.97	5.19	0.22
R. J. Reynolds	22.56	22.83	22.74	22.60	-0.14
Camel	4.47	4.50	4.37	4.47	0.10
Winston	4.87	4.95	5.18	4.88	-0.29
Doral	7.15	7.32	6.36	7.10	0.74
B&W	16.26	16.19	17.76	16.33	-1.43
GPC	7.28	7.34	7.36	7.31	-0.06
Lorillard	8.00	8.14	7.77	8.06	0.29
Newport	6.50	6.63	6.13	6.53	0.40
Liggett Group	0.31	0.30	0.49	0.35	-0.14
Premium	74.68	74.35	74.52	74.59	0.06
Private Label	0.74	0.86	0.87	0.73	-0.14
Avg Ind CPW	5424.82	5455.60	5084.03	5358.51	274.48
Avg PM CPW	2831.88	2832.98	2589.71	2782.25	192.55
Avg Marl CPW	2007.31	1996.46	1795.24	1965.89	170.65
# of Stores	282	282	282	282	0

Source: STARS Store Level Data

National Account Package

2071843248

SUPERCENTERS THROUGH W/E 8/23/97

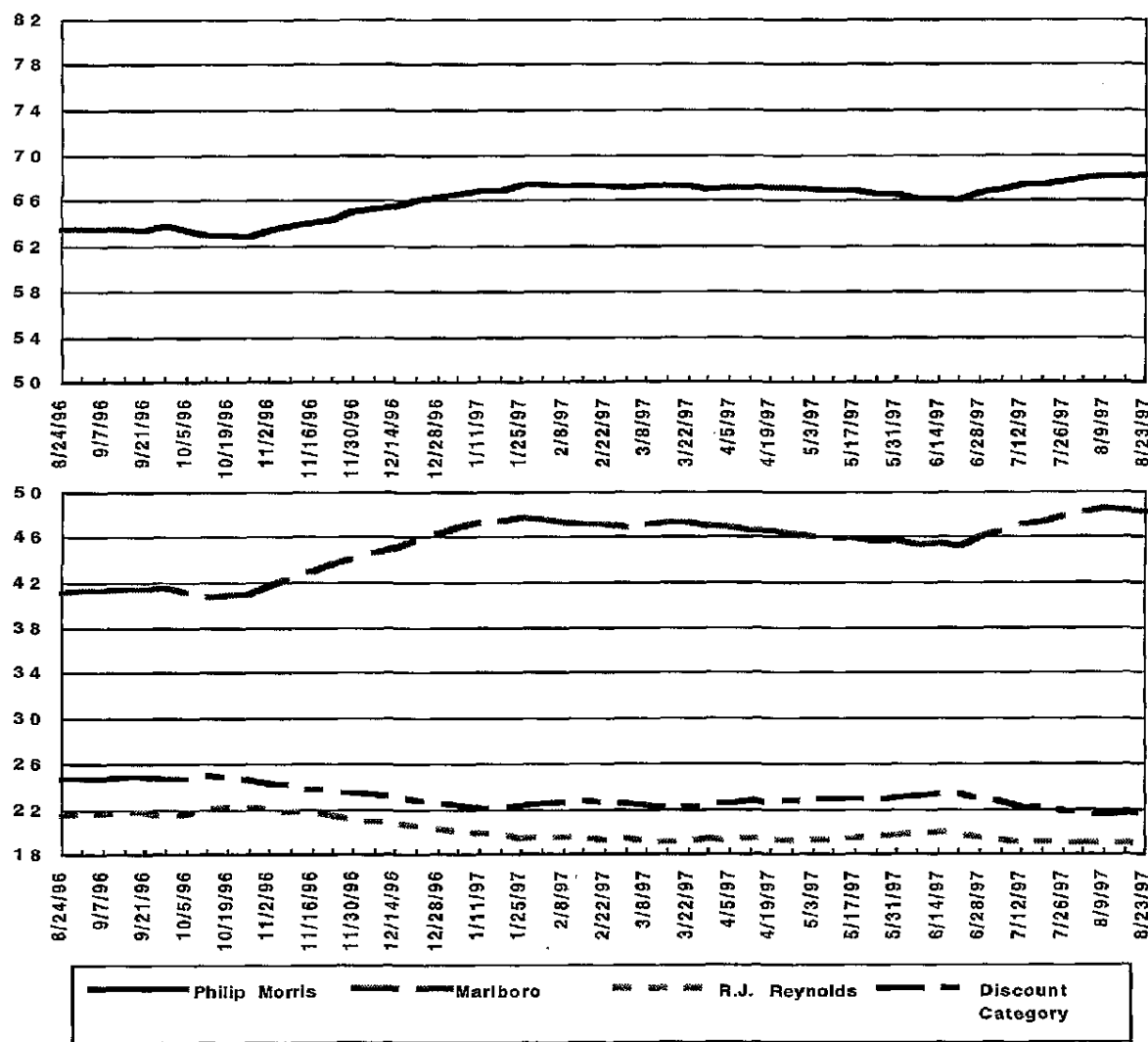


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	66.11	66.36	63.14	65.90	2.76
Marlboro	46.14	46.59	41.80	45.95	4.14
OPB	8.65	8.63	8.75	8.61	-0.14
Basic	6.93	7.01	6.56	6.80	0.24
R. J. Reynolds	20.03	20.01	21.89	20.06	-1.83
Camel	2.96	2.94	3.09	2.95	-0.13
Winston	5.09	5.09	5.67	5.05	-0.61
Doral	6.14	6.21	6.65	6.17	-0.48
B&W	10.80	10.50	12.08	10.97	-1.11
GPC	2.69	2.55	3.41	2.82	-0.59
Lorillard	2.89	2.97	2.85	2.89	0.03
Newport	1.84	1.81	1.61	1.85	0.24
Liggett Group	0.00	0.00	0.00	0.00	0.00
Premium	76.49	76.70	73.86	76.30	2.44
Private Label	1.31	1.17	2.27	1.40	-0.88
Avg Ind CPW	1099.14	1122.33	960.89	1073.19	112.31
Avg PM CPW	726.69	744.83	606.68	707.26	100.58
Avg Marl CPW	507.16	522.94	401.70	493.08	91.38
# of Stores	346	346	343	346	3

Source: STARS Store Level Data
National Account Package

2071843249

WALMART DISCOUNT THROUGH W/E 8/23/97



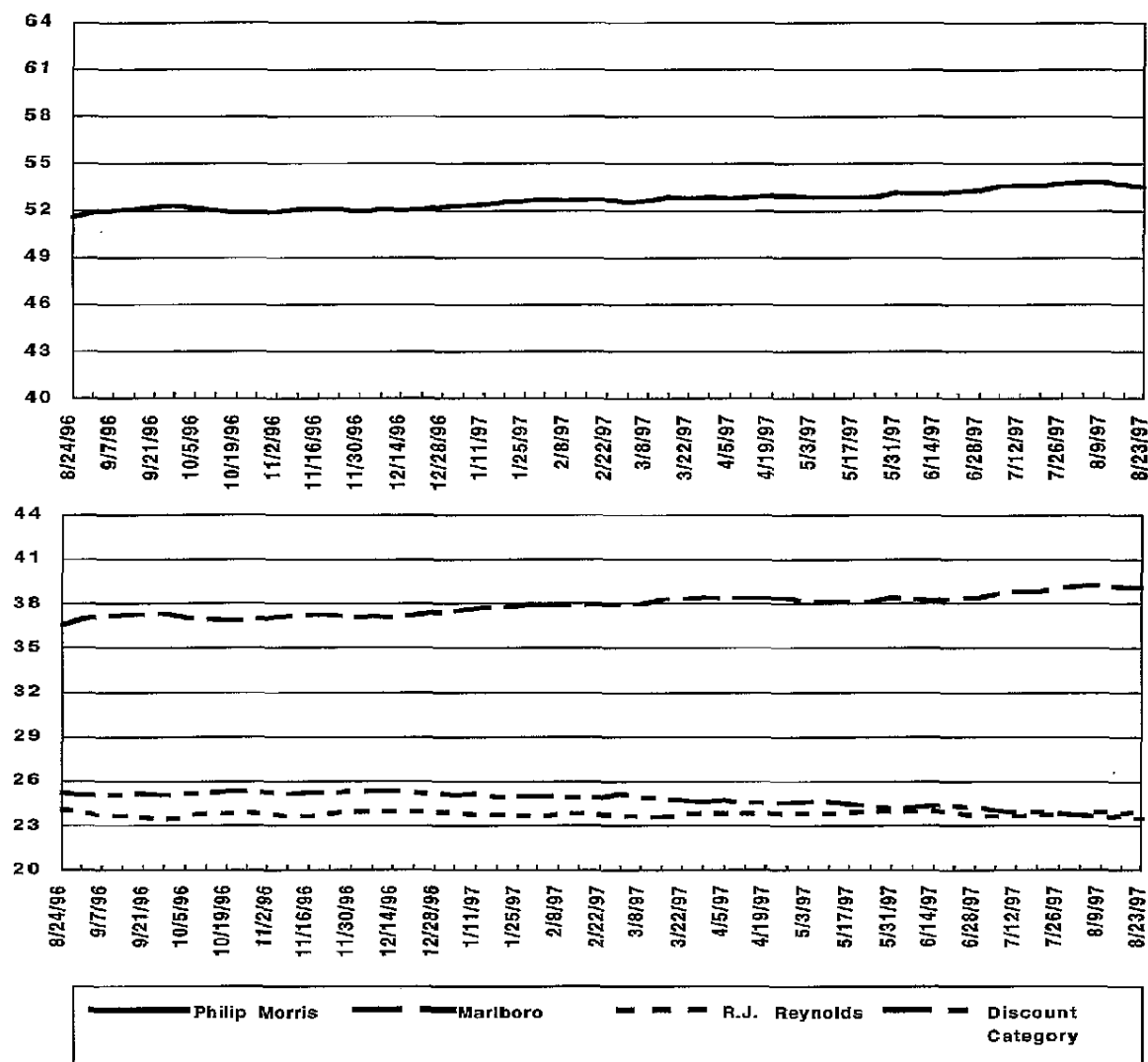
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	67.47	68.28	64.01	67.28	3.27
Marlboro	46.97	48.27	42.21	46.82	4.61
OPB	9.30	9.28	9.59	9.25	-0.33
Basic	7.16	7.06	6.87	7.04	0.17
R. J. Reynolds	19.26	18.85	21.60	19.32	-2.28
Camel	3.24	3.24	3.44	3.23	-0.21
Winston	4.84	4.71	5.64	4.82	-0.81
Doral	5.39	5.34	6.04	5.42	-0.62
B&W	10.03	9.50	11.21	10.17	-1.03
GPC	2.88	2.74	3.50	2.98	-0.52
Lorillard	3.12	3.26	3.16	3.11	-0.05
Newport	2.20	2.14	2.14	2.21	0.07
Liggett Group	0.00	0.00	0.00	0.00	0.00
Premium	77.68	78.32	75.45	77.58	2.13
Private Label	1.24	1.05	1.97	1.32	-0.64
Avg Ind CPW	488.80	495.57	460.28	477.17	16.89
Avg PM CPW	329.77	388.37	294.62	321.02	26.40
Avg Marl CPW	229.58	239.23	194.28	223.42	29.13
# of Stores	1632	1632	1627	1632	5

Source: STARS Store Level Data

National Account Package

2071843250

TOTAL CHAINS IN PACKAGE THROUGH W/E 8/23/97



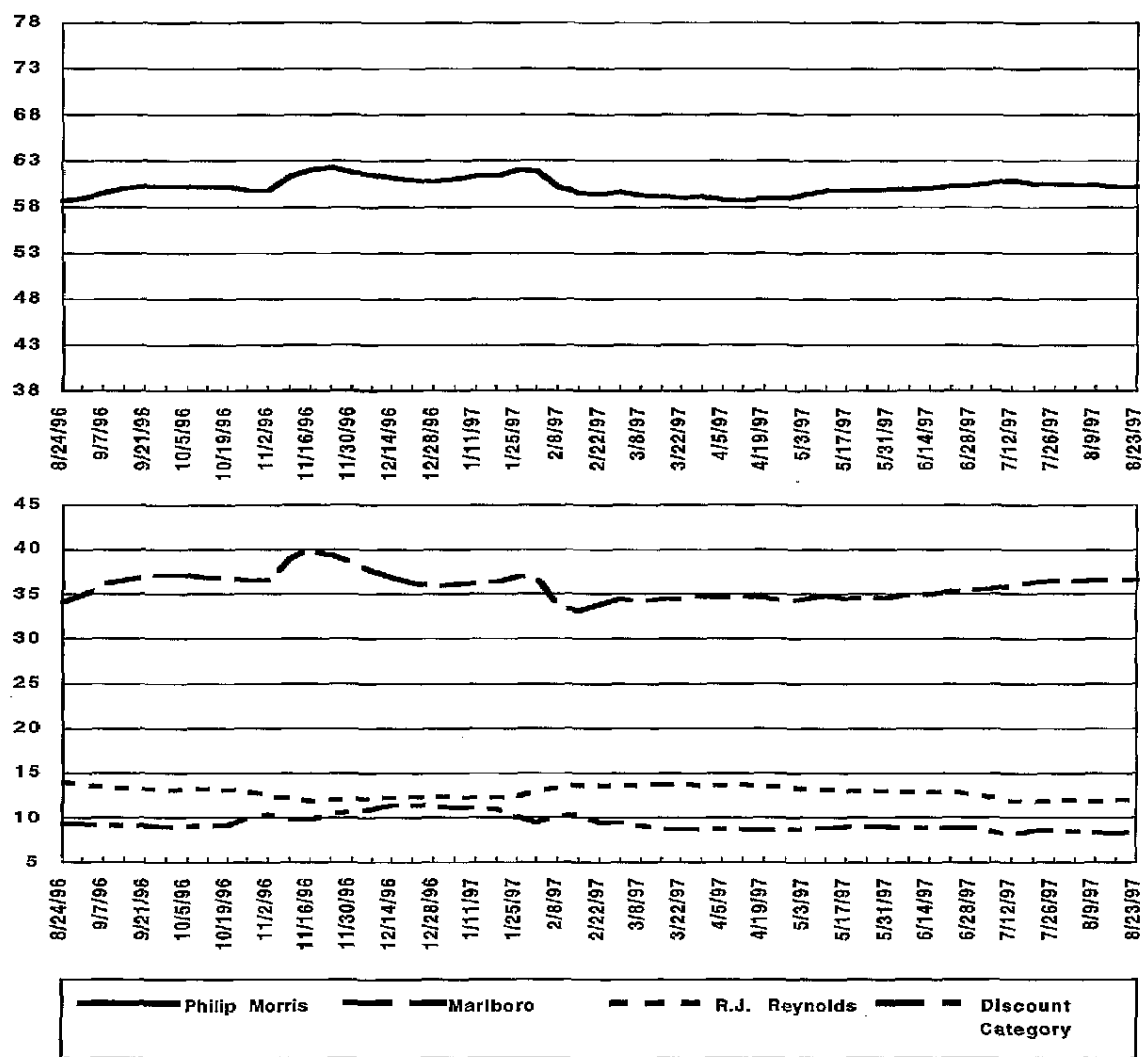
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	53.23	53.54	51.82	53.04	1.22
Marlboro	38.60	39.06	36.65	38.42	1.76
OPB	8.45	8.34	8.68	8.48	-0.20
Basic	4.37	4.43	4.19	4.30	0.11
R. J. Reynolds	23.92	23.89	24.07	23.90	-0.17
Camel	5.42	5.44	4.80	5.38	0.58
Winston	5.16	5.35	5.20	5.08	-0.12
Doral	4.10	4.03	4.03	4.06	0.02
B&W	12.14	11.95	13.28	12.21	-1.08
GPC	3.97	3.90	4.48	4.03	-0.45
Lorillard	7.00	7.12	6.99	7.05	0.06
Newport	5.41	5.48	5.26	5.44	0.18
Liggett Group	3.35	3.14	3.72	3.43	-0.29
Premium	76.04	76.44	74.49	75.83	1.34
Private Label	6.74	6.46	7.62	6.95	-0.68
Avg Ind CPW	249.46	258.68	230.64	242.19	11.56
Avg PM CPW	133.95	139.72	120.58	129.58	9.00
Avg Marl CPW	97.25	102.05	85.40	93.96	8.56
# of Stores	21621	21620	21214	21621	407

Source: STARS Store Level Data

Leadership Accounts Package

2071843251

CVS/PHARMACY THROUGH W/E 8/23/97

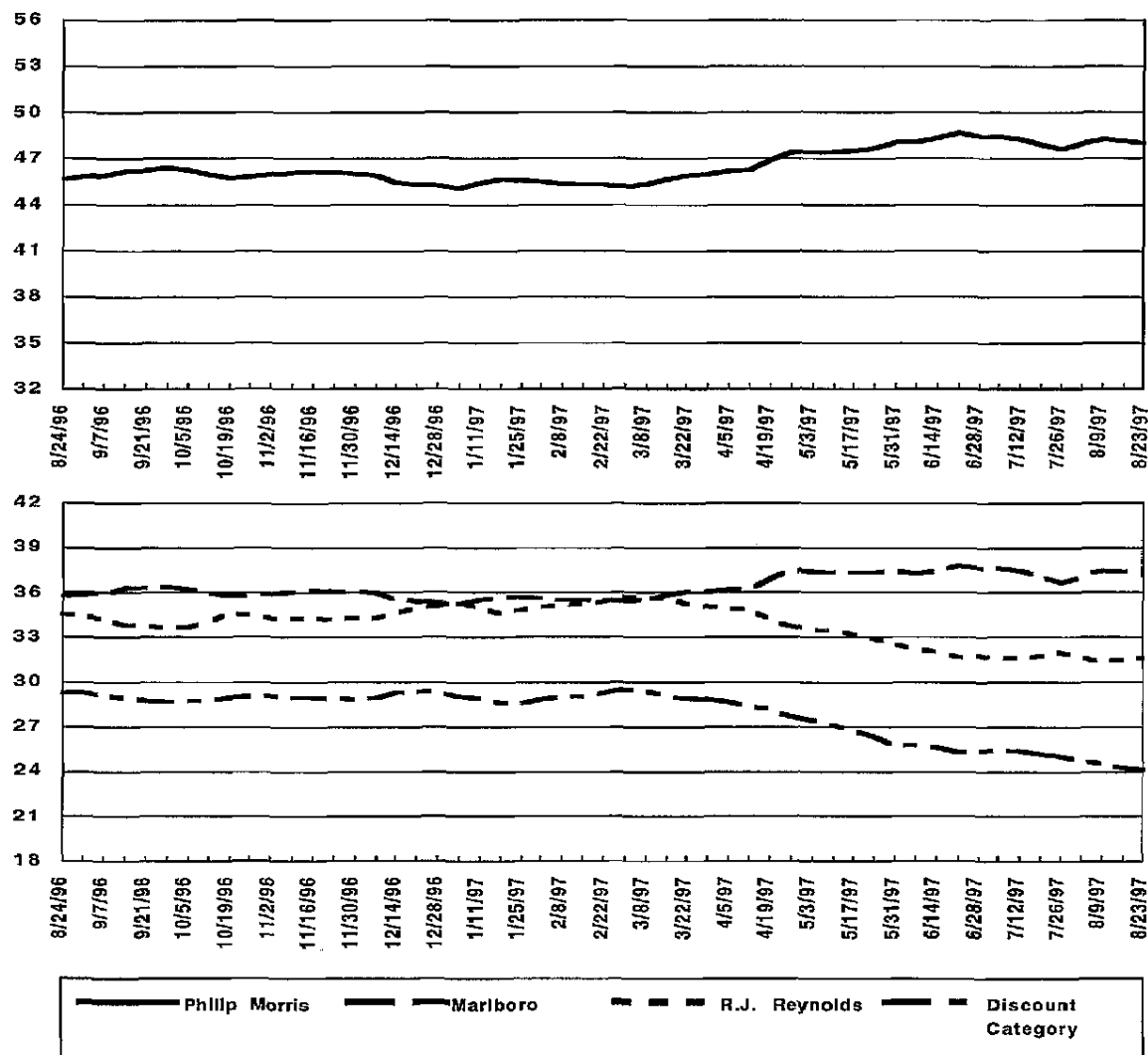


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	60.04	60.24	60.16	60.01	-0.15
Marlboro	35.62	36.61	36.24	35.60	-0.64
OPB	19.84	19.52	18.89	19.88	1.00
Basic	4.03	3.60	4.44	3.94	-0.50
R. J. Reynolds	12.49	11.97	13.14	12.75	-0.40
Camel	2.70	2.71	2.53	2.68	0.16
Winston	3.24	3.00	3.68	3.34	-0.35
Doral	0.34	0.09	0.96	0.50	-0.46
B&W	12.82	13.12	12.69	12.63	-0.05
GPC	1.20	1.36	1.79	1.17	-0.62
Lorillard	14.02	14.27	13.18	13.93	0.75
Newport	10.06	10.10	9.44	10.01	0.57
Liggett Group	0.58	0.36	0.79	0.64	-0.16
Premium	91.28	91.56	90.10	91.25	1.15
Private Label	0.06	0.06	0.11	0.07	-0.04
Avg Ind CPW	96.29	97.97	103.41	96.47	-6.95
Avg PM CPW	57.81	59.01	62.22	57.89	-4.32
Avg Marl CPW	34.30	35.86	37.48	34.34	-3.14
# of Stores	1174	1174	1163	1174	11

Source: STARS Store Level Data
Leadership Accounts Package

2071843252

CUMBERLAND FARMS THROUGH W/E 8/23/97

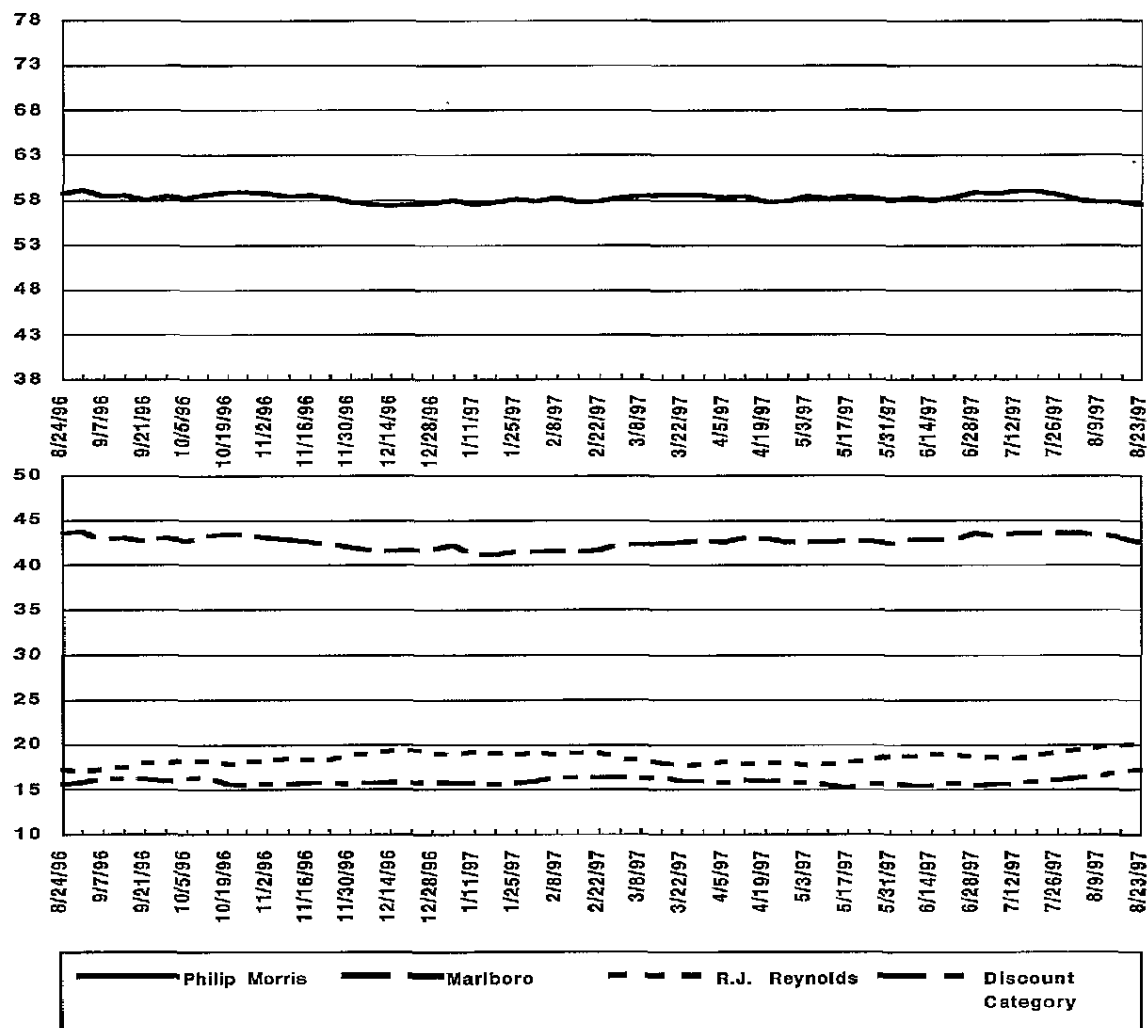


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	47.86	47.97	45.61	47.29	1.68
Marlboro	37.34	37.36	35.64	36.94	1.29
OPB	8.15	8.08	7.78	8.03	0.25
Basic	2.07	2.25	1.81	2.03	0.22
R. J. Reynolds	32.23	31.63	34.67	32.99	-1.67
Camel	5.61	5.83	4.39	5.36	0.97
Winston	5.01	5.57	4.82	5.05	0.23
Doral	1.17	1.41	0.96	1.10	0.14
B&W	7.53	8.05	7.81	7.46	-0.35
GPC	1.64	1.88	1.87	1.66	-0.22
Lorillard	12.38	12.35	11.90	12.25	0.35
Newport	10.22	10.30	9.74	10.14	0.40
Liggett Group	0.00	0.00	0.01	0.00	-0.01
Premium	74.79	75.82	70.72	73.92	3.19
Private Label	16.17	14.63	19.07	17.10	-1.98
Avg Ind CPW	202.42	217.93	174.79	197.27	22.48
Avg PM CPW	96.87	104.53	79.73	93.29	13.56
Avg Marl CPW	75.59	81.41	62.30	72.86	10.56
# of Stores	623	623	623	623	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843253

AMERADA HESS THROUGH W/E 8/23/97

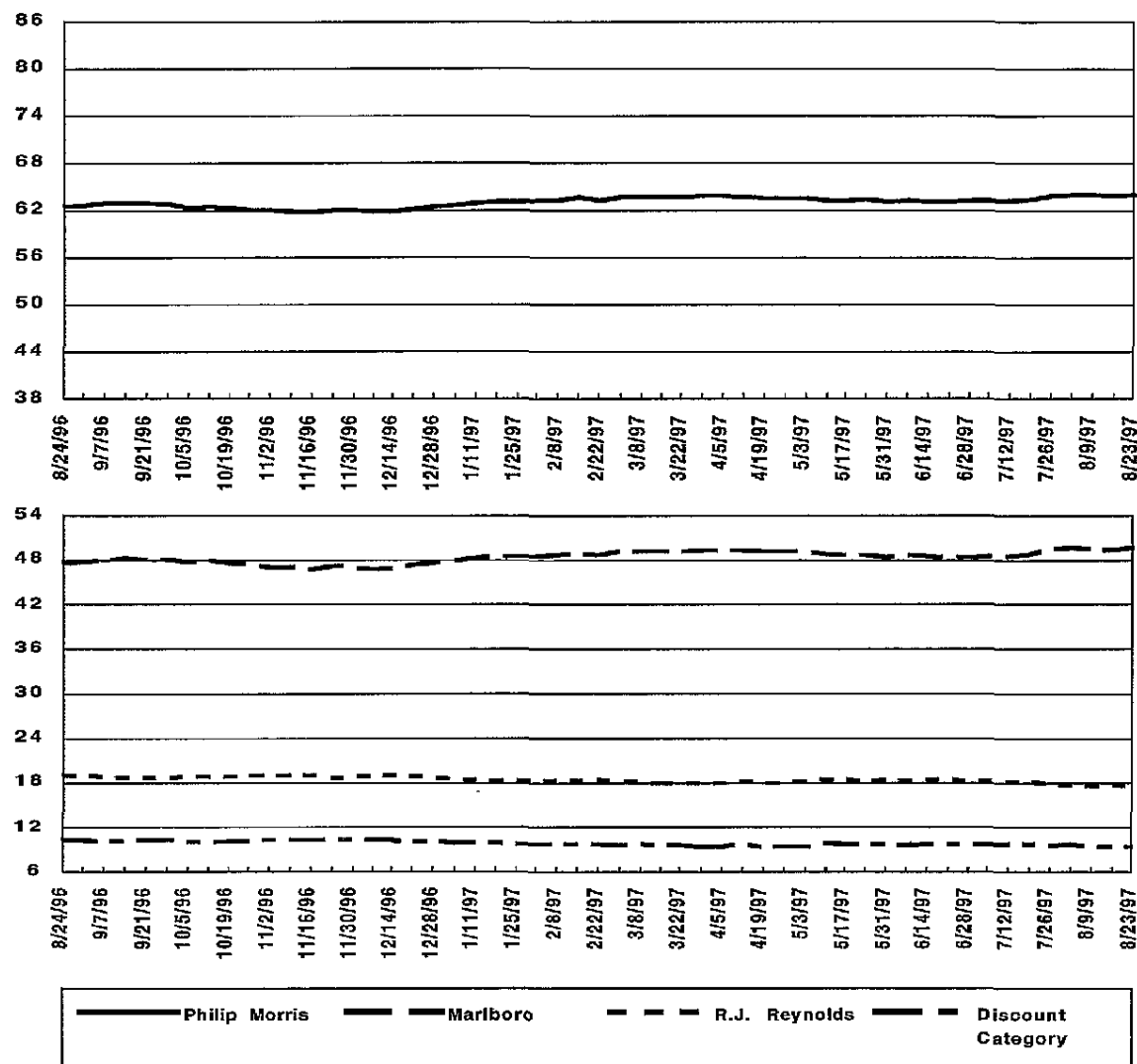


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	57.91	57.60	58.65	58.08	-0.57
Marlboro	42.71	42.67	42.86	42.58	-0.28
OPB	9.63	9.25	9.73	9.77	0.05
Basic	5.03	5.15	5.20	5.18	-0.02
R. J. Reynolds	19.30	20.11	17.29	19.02	1.74
Camel	4.16	4.04	3.86	4.01	0.15
Winston	3.97	4.15	4.19	4.03	-0.16
Doral	2.54	2.47	2.08	2.44	0.36
B&W	7.97	7.83	8.89	8.02	-0.87
GPC	1.65	1.68	2.04	1.60	-0.44
Lorillard	14.16	13.81	14.28	14.19	-0.09
Newport	11.80	11.45	11.68	11.81	0.12
Liggett Group	0.34	0.35	0.85	0.36	-0.48
Premium	83.56	82.79	84.38	83.55	-0.82
Private Label	3.65	4.46	1.76	3.48	1.72
Avg Ind CPW	194.81	206.26	178.70	189.09	10.39
Avg PM CPW	112.82	118.80	104.80	109.82	5.03
Avg Marl CPW	83.21	88.01	76.60	80.52	3.92
# of Stores	237	237	237	237	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843254

WAWA THROUGH W/E 8/23/97



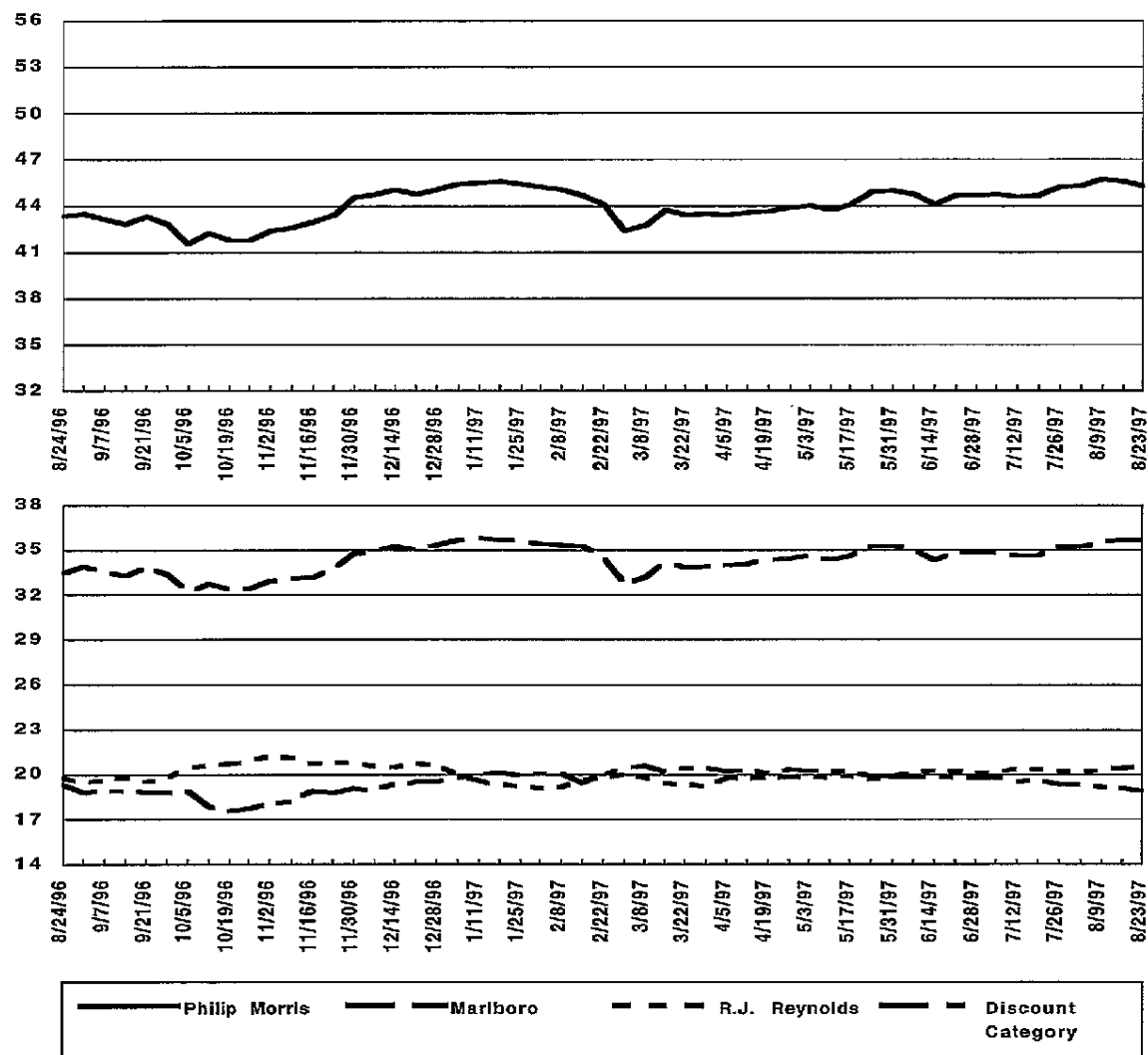
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	63.73	64.02	62.12	63.67	1.55
Marlboro	49.32	49.85	47.31	49.19	1.87
OPB	12.86	12.67	12.89	12.91	0.03
Basic	1.19	1.14	1.44	1.20	-0.24
R. J. Reynolds	18.03	17.74	19.32	18.06	-1.25
Camel	2.58	2.60	2.51	2.57	0.07
Winston	2.98	2.93	3.35	3.00	-0.35
Doral	0.48	0.47	0.59	0.49	-0.10
B&W	6.36	6.30	6.55	6.37	-0.19
GPC	0.09	0.12	0.09	0.09	-0.01
Lorillard	11.58	11.65	11.68	11.61	-0.08
Newport	9.70	9.79	9.69	9.72	0.04
Liggett Group	0.29	0.29	0.33	0.29	-0.04
Premium	90.36	90.55	89.47	90.37	0.90
Private Label	7.02	6.88	7.39	7.00	-0.38
Avg Ind CPW	561.36	591.44	517.75	543.90	26.15
Avg PM CPW	357.78	378.62	321.62	346.30	24.68
Avg Marl CPW	276.85	294.83	244.97	267.53	22.56
# of Stores	490	490	490	490	0

Source: STARS Store Level Data

Leadership Accounts Package

2071843255

CROWN CEN MARKETING THROUGH W/E 8/23/97

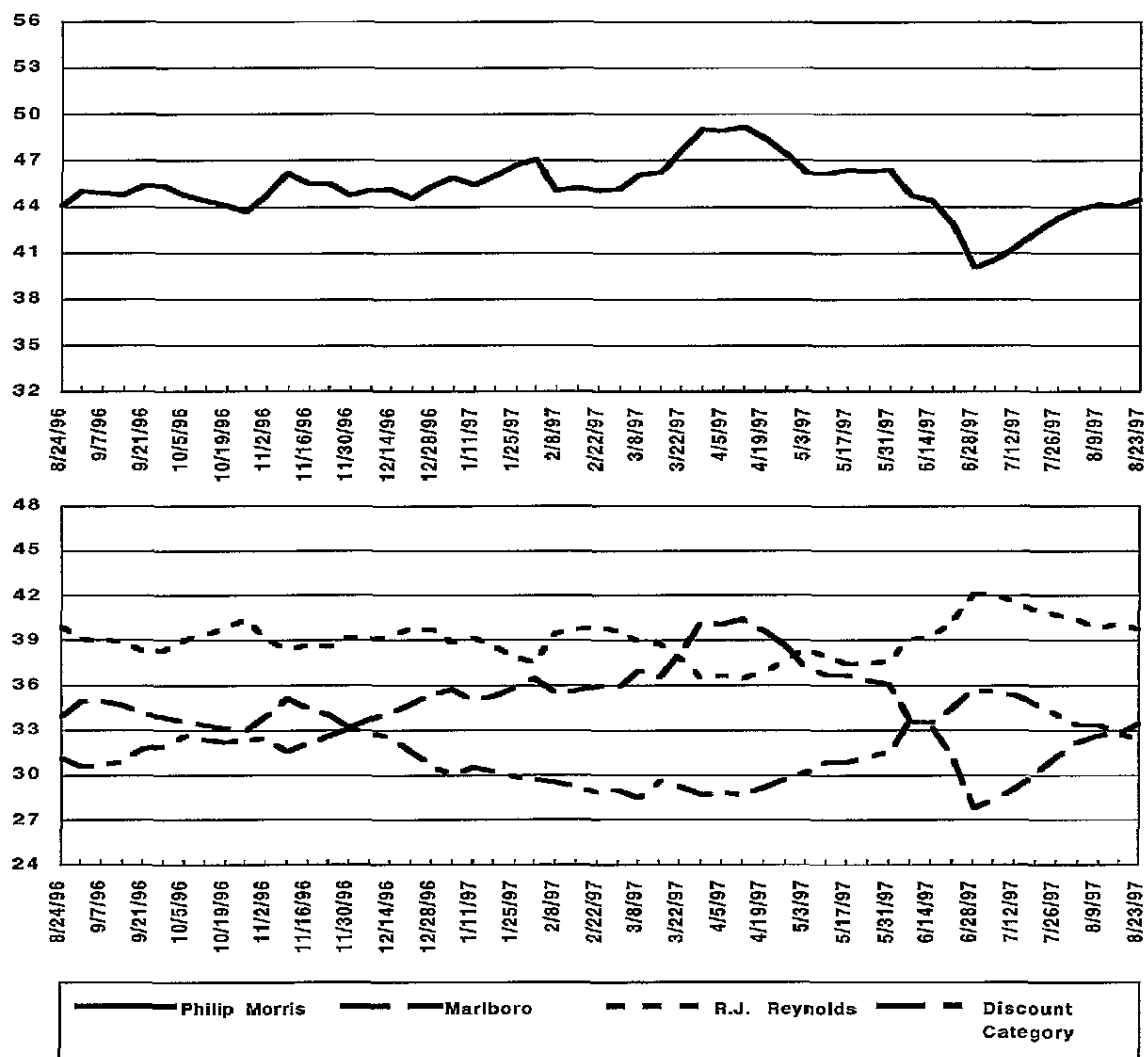


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	45.14	45.33	42.85	44.53	1.68
Marlboro	35.49	35.69	33.13	34.83	1.69
OPB	6.31	6.01	6.46	6.37	-0.09
Basic	2.91	3.19	2.79	2.90	0.11
R. J. Reynolds	20.18	20.67	20.32	20.03	-0.29
Camel	5.01	5.22	4.27	4.95	0.69
Winston	5.36	5.46	5.39	5.29	-0.10
Doral	2.78	3.02	2.75	2.70	-0.06
B&W	10.17	9.86	10.31	10.43	0.12
GPC	2.12	1.62	0.96	2.06	1.11
Lorillard	15.22	15.23	15.54	15.40	-0.14
Newport	14.19	14.35	14.29	14.28	-0.02
Liggett Group	9.10	8.73	10.95	9.42	-1.53
Premium	80.54	81.01	80.28	80.24	-0.04
Private Label	9.08	8.72	10.90	9.40	-1.50
Avg Ind CPW	185.46	182.30	193.74	183.22	-10.52
Avg PM CPW	83.72	82.63	83.02	81.59	-1.43
Avg Marl CPW	65.82	65.06	64.19	63.81	-0.38
# of Stores	219	219	219	219	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843256

THE PANTRY THROUGH W/E 8/23/97

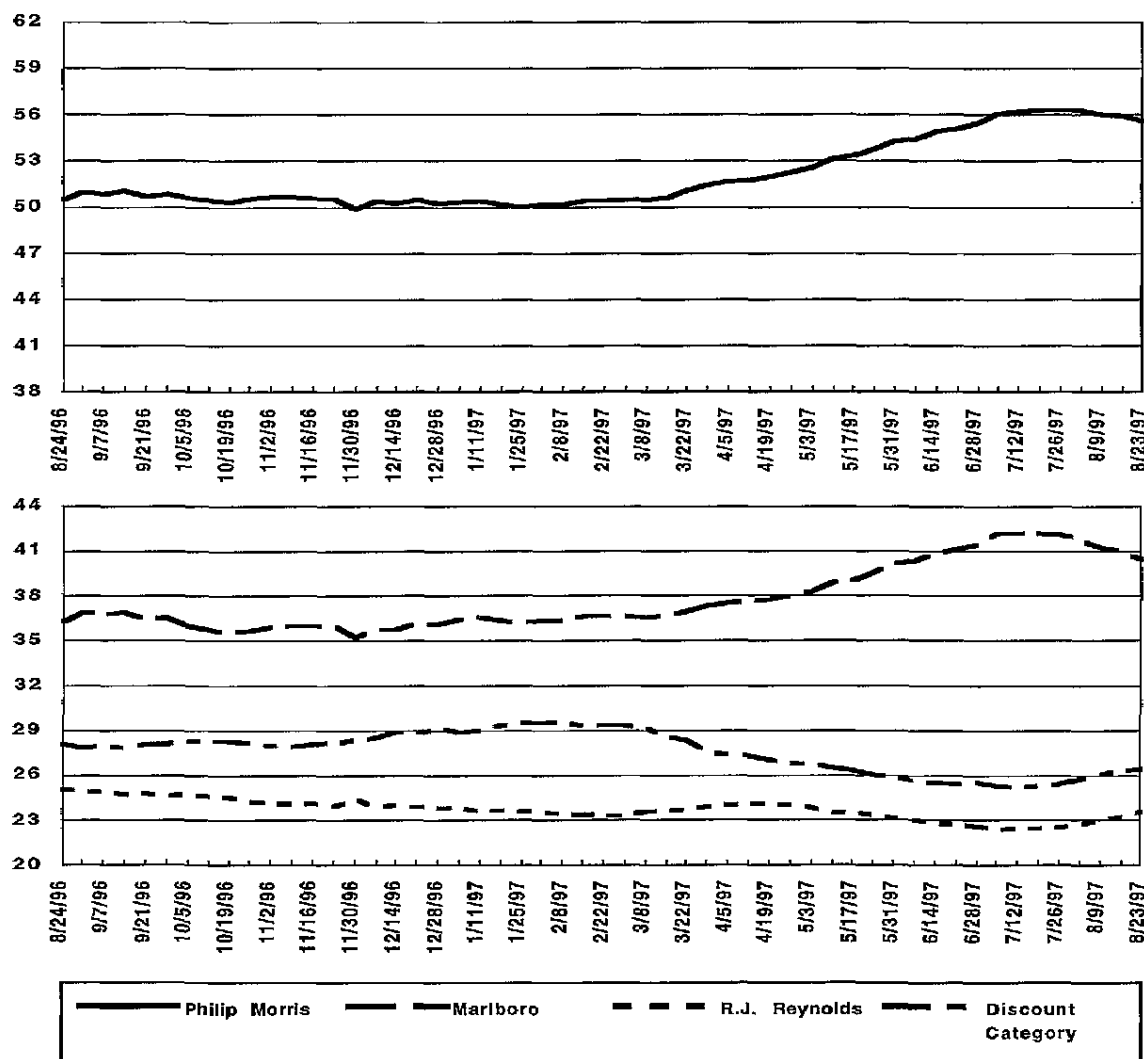


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	45.35	44.47	44.95	45.10	0.14
Marlboro	34.82	33.46	34.40	34.89	0.50
OPB	4.37	4.17	4.88	4.46	-0.43
Basic	5.77	6.48	5.20	5.34	0.13
R. J. Reynolds	38.75	39.80	39.78	39.00	-0.78
Camel	6.30	6.29	5.41	6.05	0.64
Winston	4.59	5.80	5.22	5.43	0.21
Doral	4.30	4.51	4.51	4.61	0.09
B&W	6.46	6.45	5.99	6.34	0.36
GPC	1.82	2.15	1.18	1.67	0.49
Lorillard	9.21	9.09	9.19	9.33	0.13
Newport	8.23	8.26	7.95	8.25	0.30
Liggett Group	0.01	0.01	0.04	0.01	-0.03
Premium	68.21	67.77	68.22	68.84	0.62
Private Label	17.46	16.88	18.49	17.02	-1.47
Avg Ind CPW	176.08	188.73	151.69	176.51	24.82
Avg PM CPW	79.85	83.94	68.19	79.60	11.41
Avg Marl CPW	61.30	63.15	52.18	61.59	9.42
# of Stores	372	372	371	372	1

Source: STARS Store Level Data
Leadership Accounts Package

2071843257

RACETRAC PETROLEUM THROUGH W/E 8/23/97

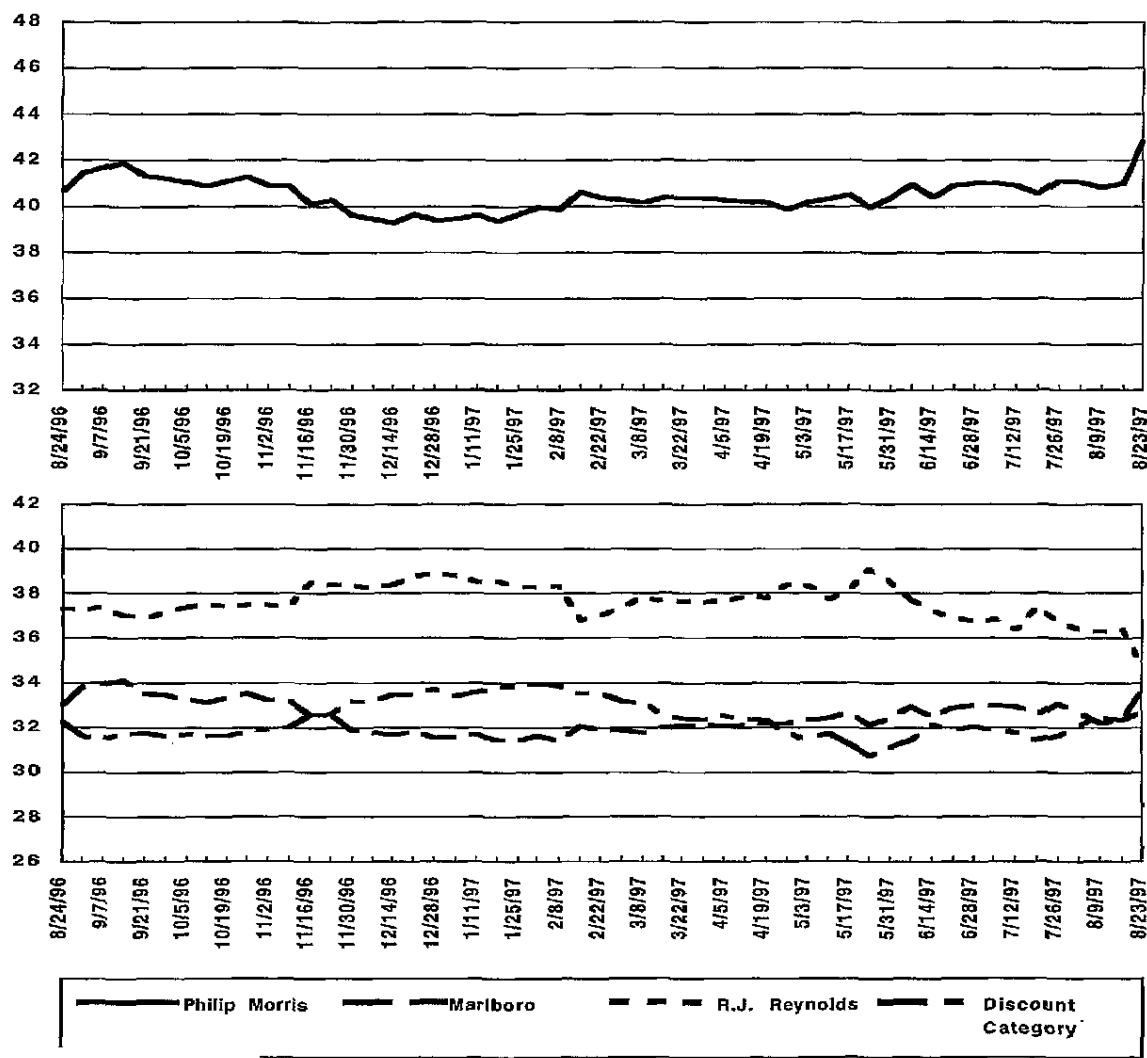


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	54.77	55.63	49.92	54.00	4.08
Marlboro	40.06	40.48	35.75	39.42	3.67
OPB	6.95	6.90	7.64	7.08	-0.56
Basic	6.34	6.89	4.85	6.07	1.21
R. J. Reynolds	23.51	23.61	24.53	23.41	-1.12
Camel	3.77	3.75	3.40	3.76	0.36
Winston	6.11	6.09	6.51	6.09	-0.42
Doral	7.38	7.77	7.70	7.26	-0.43
B&W	9.90	9.38	11.83	10.10	-1.73
GPC	1.64	1.47	2.63	1.76	-0.87
Lorillard	5.03	5.12	5.29	5.09	-0.20
Newport	3.98	4.09	4.03	4.02	-0.02
Liggett Group	6.48	5.95	8.37	7.08	-1.30
Premium	73.71	73.52	71.41	73.29	1.88
Private Label	6.31	5.78	8.15	6.90	-1.26
Avg Ind CPW	822.08	872.62	682.58	773.21	90.64
Avg PM CPW	450.21	485.44	340.71	417.51	76.80
Avg Marl CPW	329.34	353.23	244.01	304.79	60.77
# of Stores	280	279	260	280	20

Source: STARS Store Level Data
Leadership Accounts Package

2071843258

SITE OIL THROUGH W/E 8/23/97

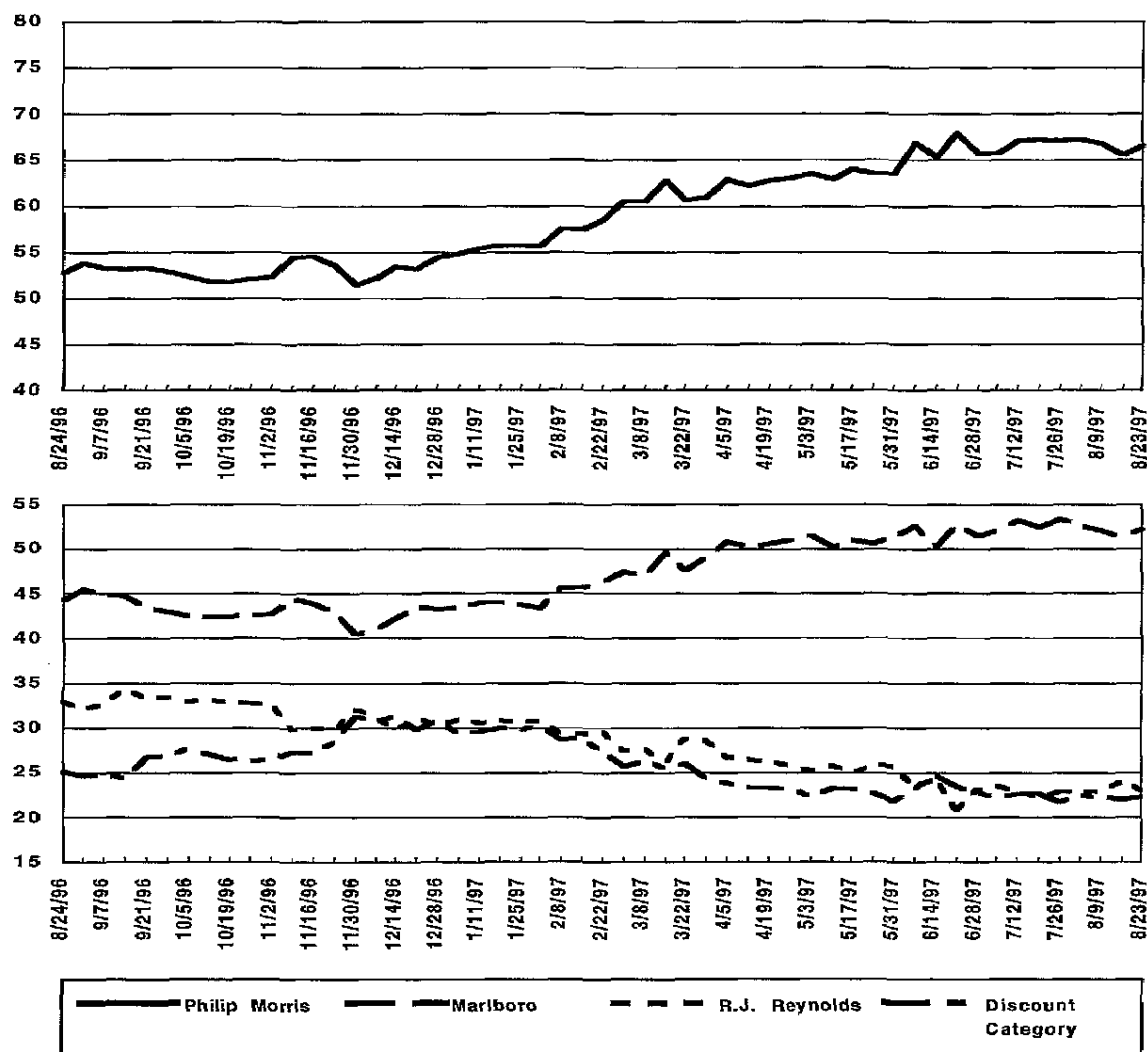


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	41.39	42.79	39.80	41.31	1.51
Marlboro	32.89	33.66	31.82	32.79	0.96
OPB	5.46	5.38	5.58	5.46	-0.12
Basic	1.82	2.32	1.19	1.72	0.53
R. J. Reynolds	36.92	34.80	37.85	36.71	-1.14
Camel	8.05	7.38	7.07	7.88	0.81
Winston	5.70	5.50	6.10	5.50	-0.59
Doral	5.09	5.30	5.32	5.03	-0.29
B&W	17.96	18.43	18.53	18.16	-0.37
GPC	9.05	9.50	9.52	9.20	-0.32
Lorillard	3.46	3.75	3.60	3.55	-0.05
Newport	2.27	2.76	2.02	2.25	0.23
Liggett Group	0.21	0.19	0.21	0.23	0.01
Premium	68.27	67.29	66.83	67.85	1.02
Private Label	0.00	0.00	-0.07	0.00	0.07
Avg Ind CPW	369.83	372.39	352.05	364.61	12.57
Avg PM CPW	153.09	159.36	140.12	150.64	10.52
Avg Marl CPW	121.64	125.33	112.03	119.55	7.52
# of Stores	50	50	50	50	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843259

E-Z MART THROUGH W/E 8/23/97

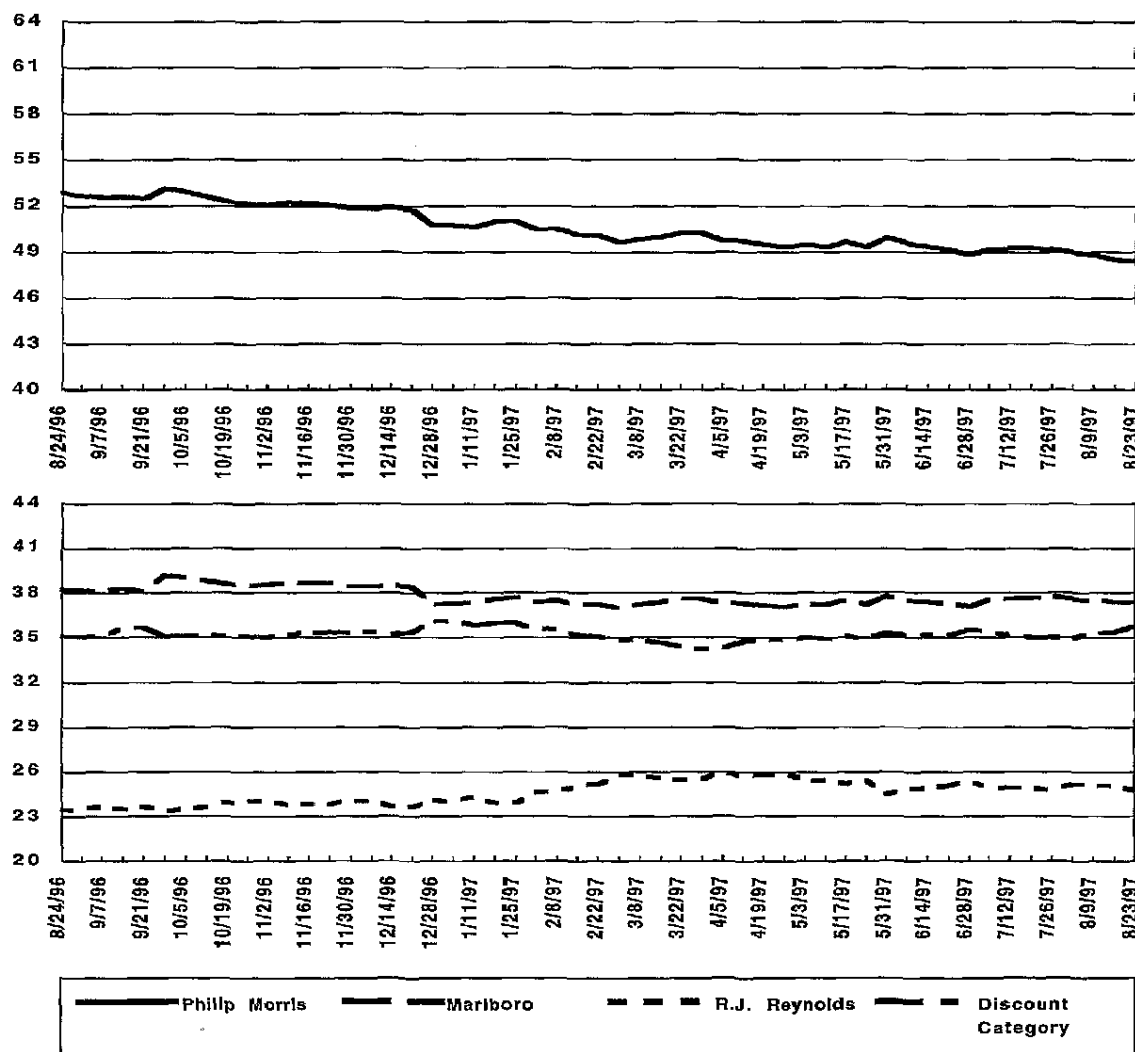


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	65.12	66.59	53.06	64.29	11.23
Marlboro	51.45	52.21	43.10	51.13	8.03
OPB	5.00	4.65	5.05	5.18	0.13
Basic	6.95	7.79	3.80	6.35	2.55
R. J. Reynolds	24.35	23.00	33.31	24.93	-8.38
Camel	5.71	5.25	5.51	6.01	0.50
Winston	4.40	4.40	6.95	4.25	-2.70
Doral	5.82	5.04	7.67	5.71	-1.96
B&W	5.83	5.43	8.63	6.11	-2.52
GPC	1.79	1.70	3.29	1.93	-1.36
Lorillard	4.53	4.84	4.78	4.49	-0.29
Newport	3.62	3.85	3.26	3.58	0.32
Liggett Group	0.14	0.12	0.22	0.15	-0.06
Premium	77.45	77.60	72.79	77.56	4.77
Private Label	4.87	4.49	9.44	5.40	-4.05
Avg Ind CPW	112.53	118.18	86.47	105.19	18.73
Avg PM CPW	73.28	78.69	45.88	67.63	21.75
Avg Marl CPW	57.90	61.71	37.27	53.78	16.52
# of Stores	351	351	351	351	0

Source: STARS Store Level Data
 Leadership Accounts Package

2071843260

CASEYS GENERAL STORE THROUGH W/E 8/23/97

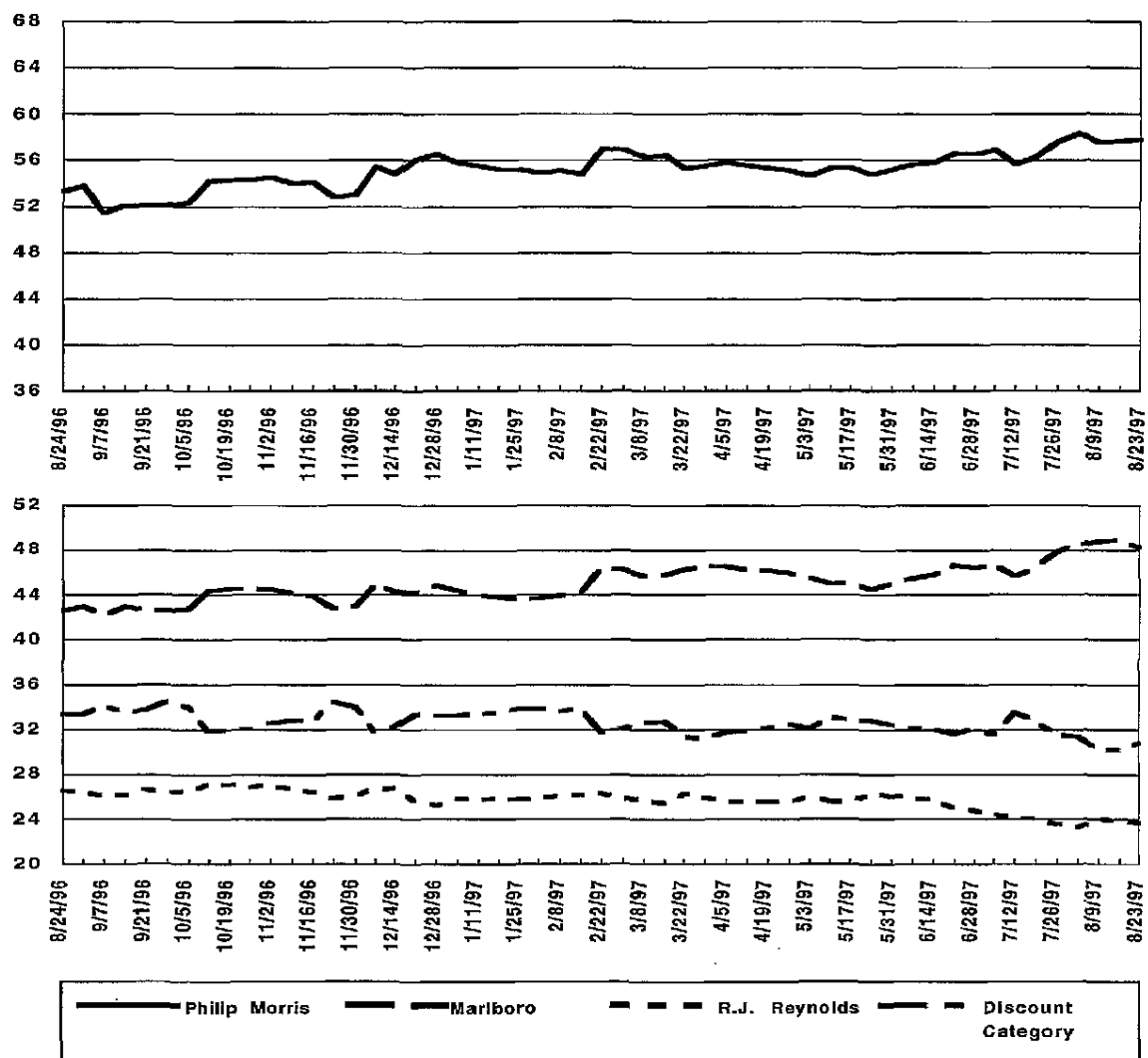


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	48.91	48.48	54.25	49.09	-5.15
Marlboro	37.36	37.42	38.82	37.33	-1.49
OPB	4.00	3.90	4.09	4.02	-0.07
Basic	1.54	1.49	1.83	1.55	-0.28
R. J. Reynolds	25.13	24.82	22.49	25.25	2.76
Camel	8.37	8.20	7.26	8.75	1.49
Winston	5.07	5.01	4.36	4.99	0.63
Doral	4.00	4.54	2.66	3.75	1.09
B&W	24.09	24.76	21.71	23.77	2.06
GPC	13.67	14.62	11.58	13.47	1.89
Lorillard	1.84	1.91	1.51	1.85	0.34
Newport	1.01	1.11	0.66	1.02	0.36
Liggett Group	0.03	0.03	0.04	0.03	-0.01
Premium	64.59	64.23	64.06	64.84	0.78
Private Label	4.43	4.30	4.80	4.45	-0.35
Avg Ind CPW	133.15	139.33	125.11	127.99	2.88
Avg PM CPW	65.12	67.54	67.86	62.83	-5.03
Avg Marl CPW	49.75	52.14	48.57	47.78	-0.79
# of Stores	1001	1001	986	1001	15

Source: STARS Store Level Data
Leadership Accounts Package

2071843261

TOWN & COUNTRY THROUGH W/E 8/23/97

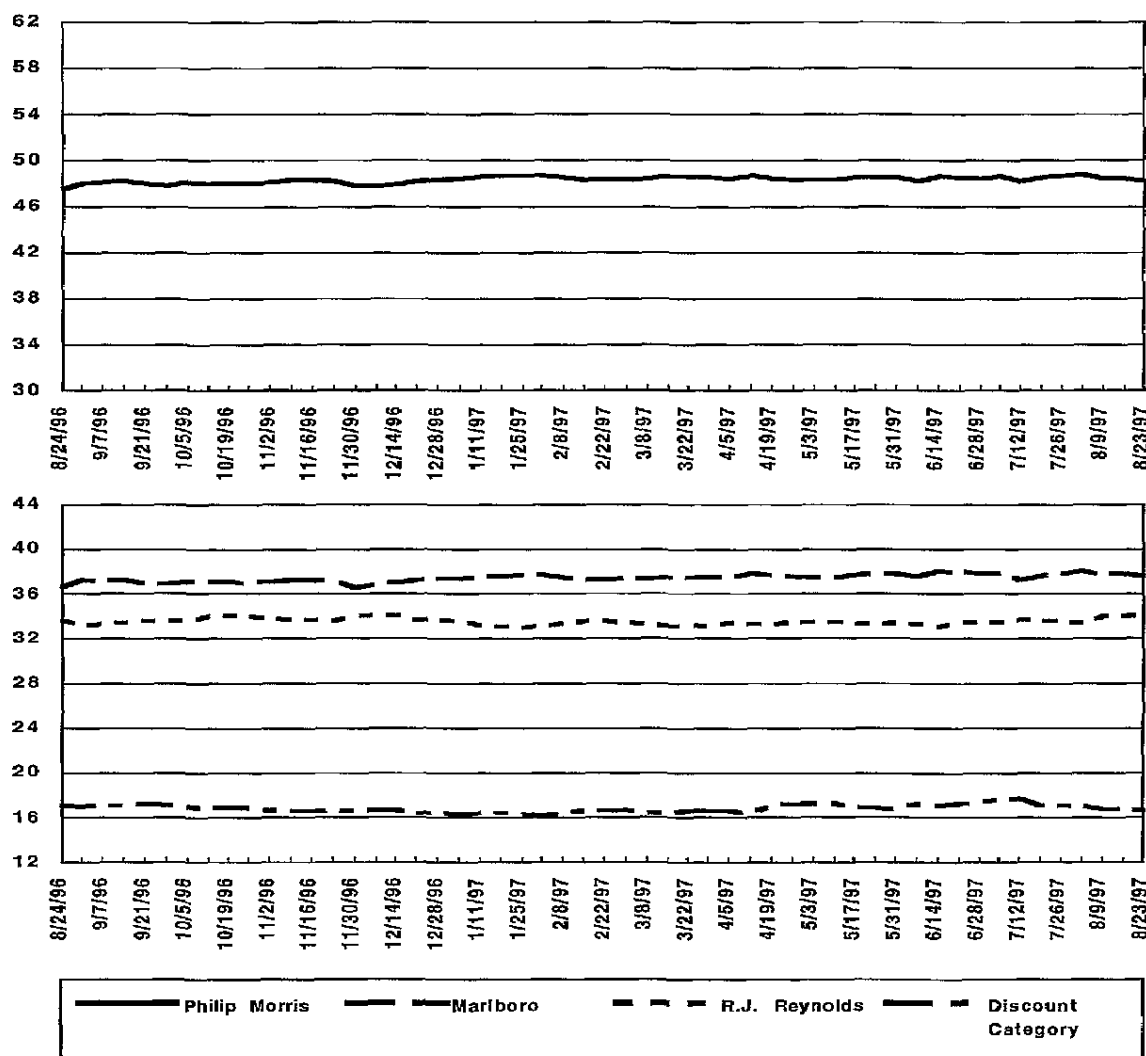


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	56.39	57.78	54.06	56.11	2.05
Marlboro	46.56	48.32	43.33	46.47	3.15
OPB	3.82	3.91	3.97	3.85	-0.12
Basic	5.01	4.57	5.52	4.75	-0.77
R. J. Reynolds	24.90	23.69	26.67	25.22	-1.45
Camel	5.35	5.03	4.29	5.29	1.00
Winston	4.52	4.45	4.65	4.62	-0.03
Doral	3.86	3.60	4.26	3.90	-0.35
B&W	15.58	15.67	16.17	15.53	-0.64
GPC	10.37	10.76	10.26	10.27	0.02
Lorillard	3.01	2.75	2.90	3.00	0.10
Newport	1.38	1.38	1.29	1.35	0.06
Liggett Group	0.12	0.12	0.20	0.13	-0.07
Premium	68.24	69.25	65.95	68.36	2.41
Private Label	0.08	0.04	0.03	0.07	0.04
Avg Ind CPW	150.45	160.66	136.98	146.29	9.30
Avg PM CPW	84.84	92.83	74.06	82.09	8.03
Avg Marl CPW	70.05	77.64	59.35	67.99	8.63
# of Stores	95	95	94	95	1

Source: STARS Store Level Data
Leadership Accounts Package

2071843262

BP OIL THROUGH W/E 8/23/97

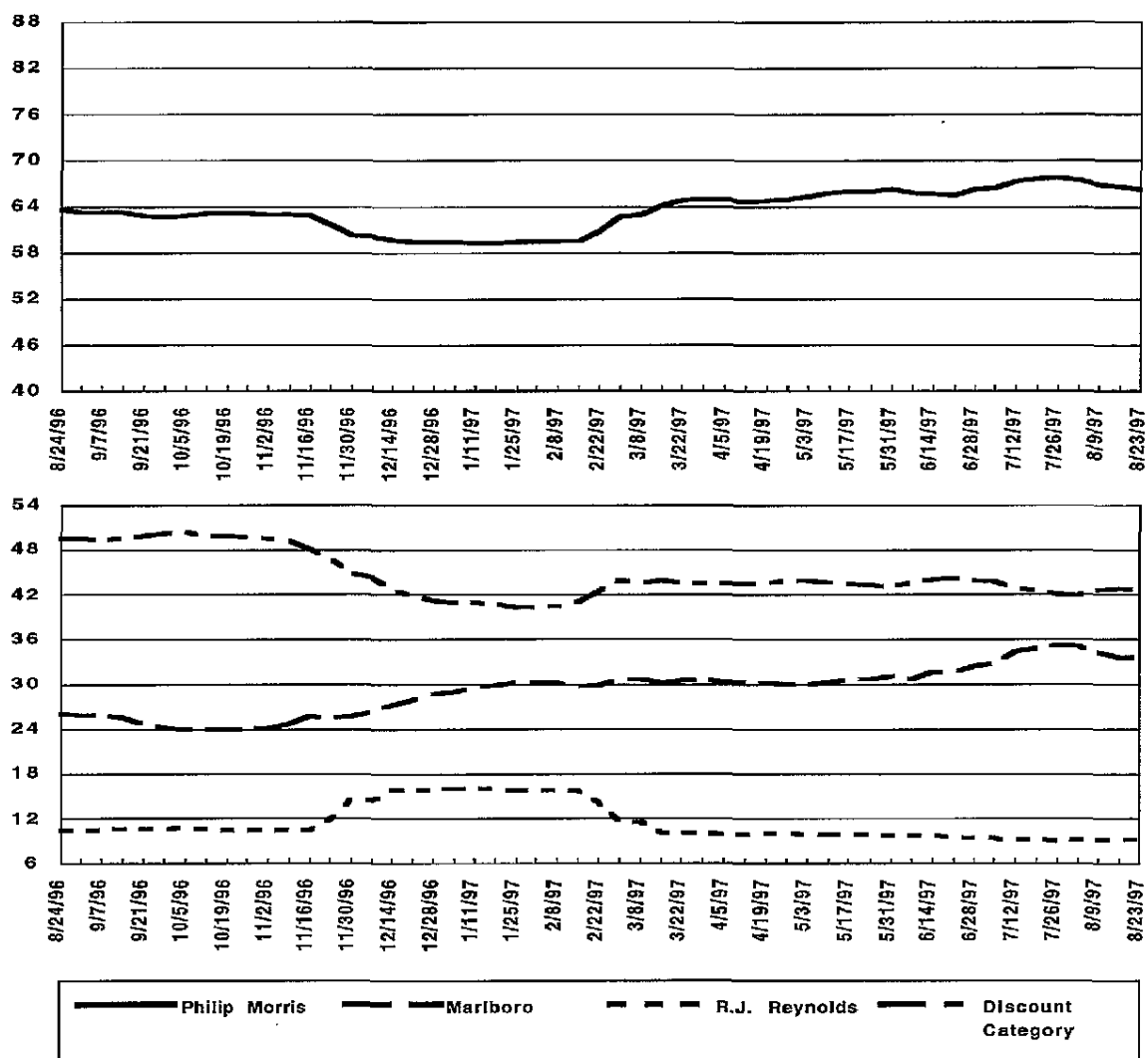


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	48.39	48.25	47.90	48.37	0.47
Marlboro	37.68	37.58	36.69	37.57	0.88
OPB	7.00	6.84	7.41	7.07	-0.34
Basic	3.39	3.50	3.41	3.39	-0.02
R. J. Reynolds	33.82	34.21	33.97	33.78	-0.18
Camel	8.26	8.24	7.37	8.29	0.91
Winston	7.24	7.66	7.30	7.16	-0.15
Doral	2.66	2.67	2.87	2.77	-0.10
B&W	8.16	7.89	8.78	8.16	-0.62
GPC	1.05	1.02	1.01	1.00	-0.01
Lorillard	9.51	9.54	9.25	9.55	0.30
Newport	8.19	8.39	7.77	8.21	0.44
Liggett Group	0.06	0.05	0.08	0.06	-0.02
Premium	83.19	83.31	82.69	83.21	0.51
Private Label	7.91	7.90	8.19	7.81	-0.38
Avg Ind CPW	172.40	181.30	159.40	168.00	8.60
Avg PM CPW	83.42	87.47	76.35	81.26	4.90
Avg Marl CPW	64.96	68.14	58.49	63.13	4.64
# of Stores	466	466	466	466	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843263

ADMIRAL THROUGH W/E 8/23/97



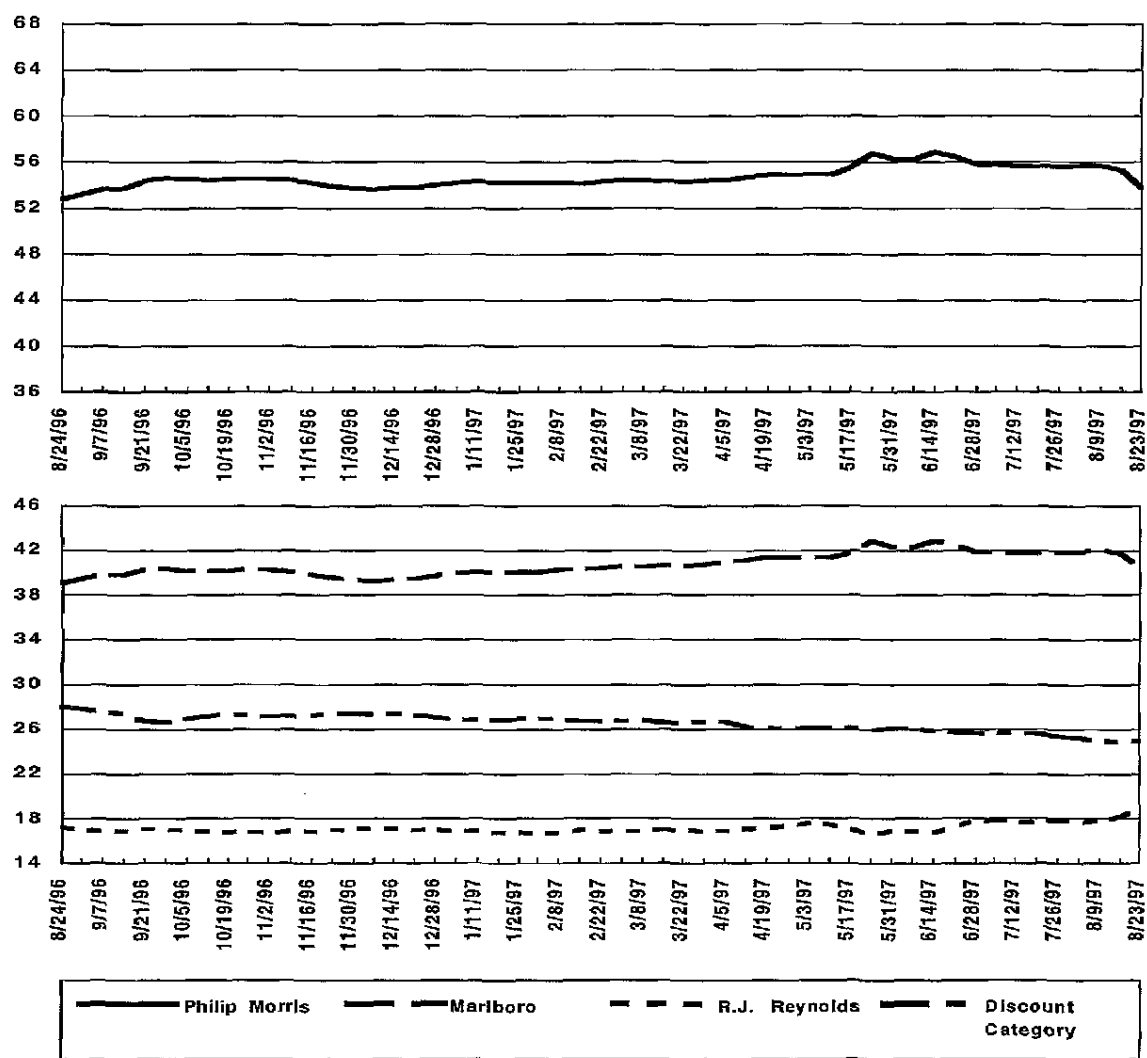
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	66.17	66.35	63.27	65.67	2.40
Marlboro	32.25	33.61	27.34	31.92	4.58
OPB	6.30	5.28	7.12	6.17	-0.95
Basic	23.89	23.98	23.87	23.68	-0.19
R. J. Reynolds	9.66	9.37	12.15	9.72	-2.43
Camel	3.10	3.03	3.64	3.09	-0.55
Winston	2.08	1.99	2.76	2.09	-0.67
Doral	0.95	0.91	1.34	1.01	-0.33
B&W	11.43	11.64	13.03	11.73	-1.30
GPC	2.57	2.59	3.10	2.73	-0.37
Lorillard	4.19	4.15	3.98	4.13	0.15
Newport	2.92	2.94	2.70	2.87	0.17
Liggett Group	1.61	1.43	3.79	1.69	-2.10
Premium	57.00	57.26	54.59	56.50	1.91
Private Label	3.63	3.25	6.65	3.84	-2.81
Avg Ind CPW	1186.75	1248.51	1222.68	1165.74	-56.94
Avg PM CPW	785.25	828.40	773.53	765.54	-7.99
Avg Marl CPW	382.74	419.66	334.29	372.13	37.84
# of Stores	36	36	34	36	2

Source: STARS Store Level Data

Leadership Accounts Package

2071843264

SUPER AMERICA THROUGH W/E 8/23/97

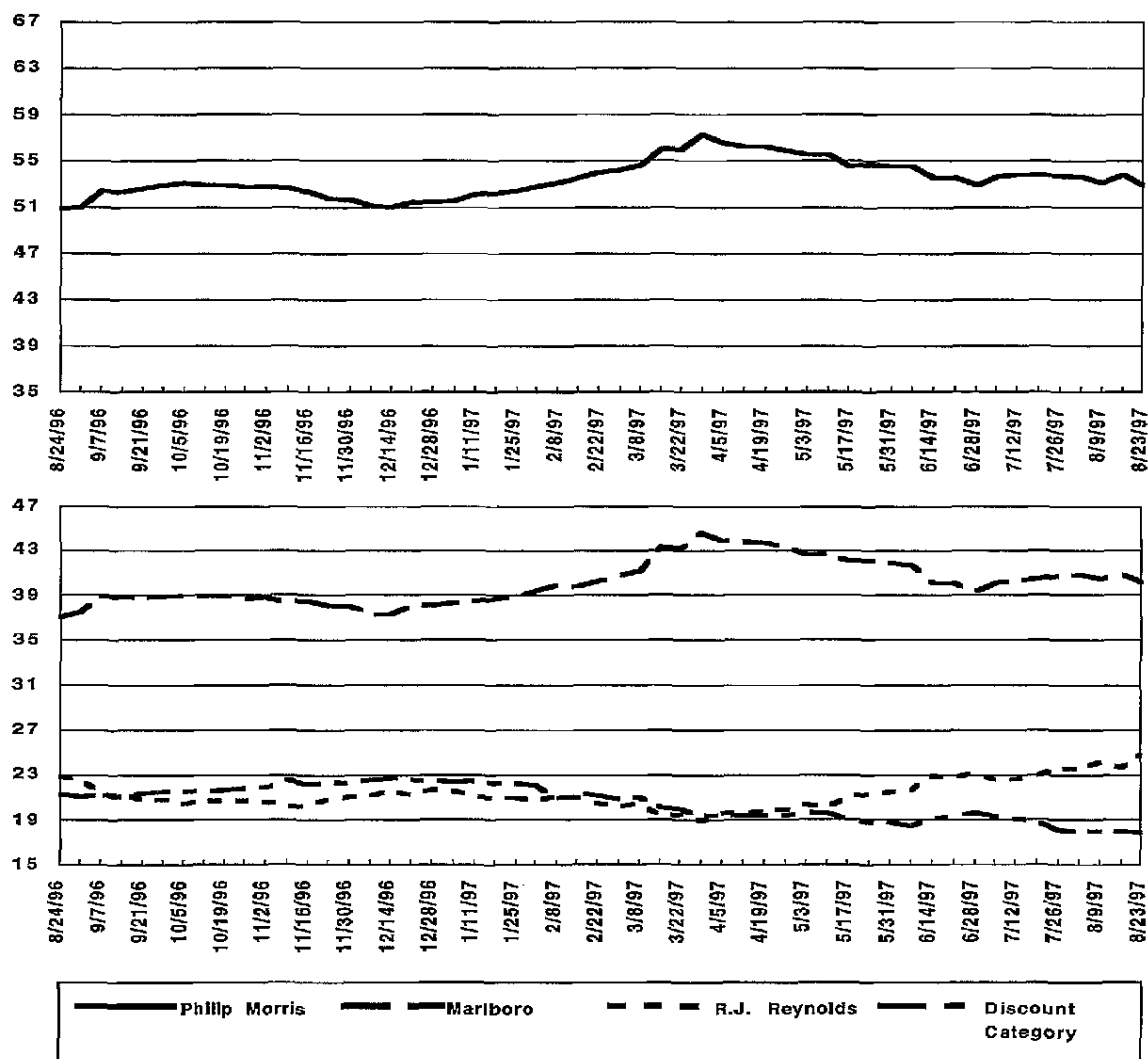


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	55.31	53.89	53.04	54.95	1.90
Marlboro	41.68	40.53	39.02	41.36	2.34
OPB	6.97	7.09	7.31	7.01	-0.30
Basic	5.37	5.00	5.15	5.26	0.11
R. J. Reynolds	17.88	19.06	17.41	17.71	0.30
Camel	6.29	6.82	5.57	6.19	0.62
Winston	4.04	4.55	4.05	4.03	-0.02
Doral	2.49	2.41	2.36	2.44	0.08
B&W	7.60	7.65	8.49	7.71	-0.78
GPC	1.13	1.16	1.16	1.15	-0.02
Lorillard	5.90	6.14	5.96	5.92	-0.04
Newport	4.38	4.62	4.20	4.36	0.16
Liggett Group	13.19	13.15	15.06	13.60	-1.46
Premium	74.54	75.06	72.37	74.19	1.83
Private Label	13.29	13.25	15.20	13.70	-1.50
Avg Ind CPW	282.99	289.95	263.15	275.61	12.47
Avg PM CPW	156.51	156.26	139.59	151.44	11.86
Avg Marl CPW	117.96	117.52	102.69	114.00	11.30
# of Stores	600	600	595	600	5

Source: STARS Store Level Data
Leadership Accounts Package

2071843265

CLARK OIL THROUGH W/E 8/23/97

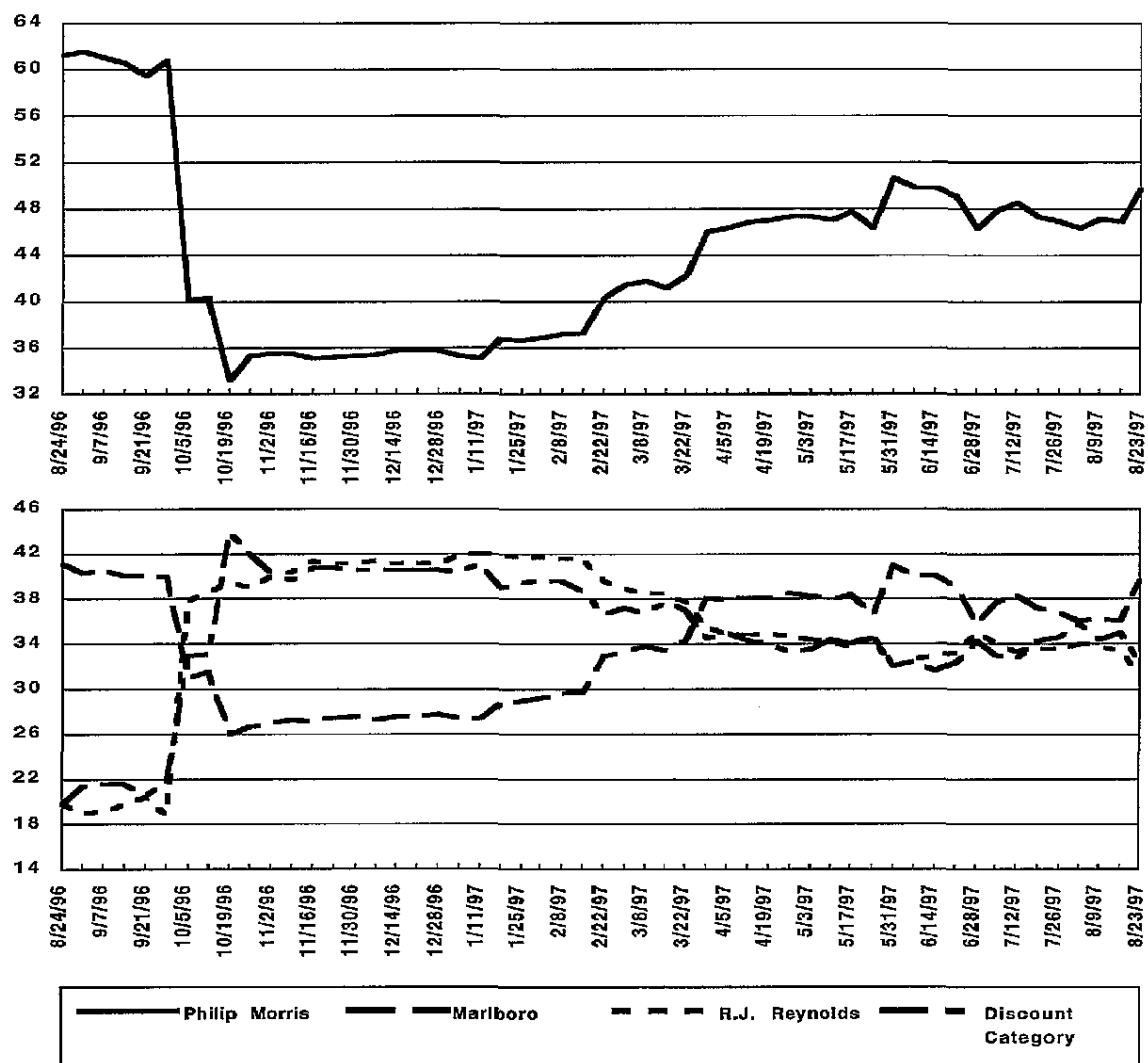


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	53.79	52.95	51.35	54.04	2.70
Marlbore	41.11	40.25	37.74	41.06	3.32
OPB	6.26	6.04	6.73	6.43	-0.30
Basic	5.12	5.41	5.03	5.20	0.18
R. J. Reynolds	23.11	24.76	21.50	22.43	0.93
Camel	7.58	7.95	6.06	7.28	1.22
Winston	6.01	6.99	5.25	5.70	0.45
Doral	3.64	3.47	4.24	3.68	-0.56
B&W	15.10	14.30	18.56	15.38	-3.18
GPC	6.08	5.61	8.71	6.33	-2.38
Lorillard	7.79	7.78	8.40	7.93	-0.47
Newport	6.92	6.94	7.28	7.04	-0.24
Liggett Group	0.13	0.13	0.18	0.14	-0.04
Premium	81.66	82.10	77.53	81.16	3.63
Private Label	0.64	0.61	0.99	0.67	-0.32
Avg Ind CPW	226.94	239.67	199.14	215.48	16.34
Avg PM CPW	122.07	126.91	102.25	116.45	14.20
Avg Marl CPW	93.29	96.46	75.15	88.48	13.33
# of Stores	767	767	767	767	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843266

KWIK TRIP THROUGH W/E 8/23/97

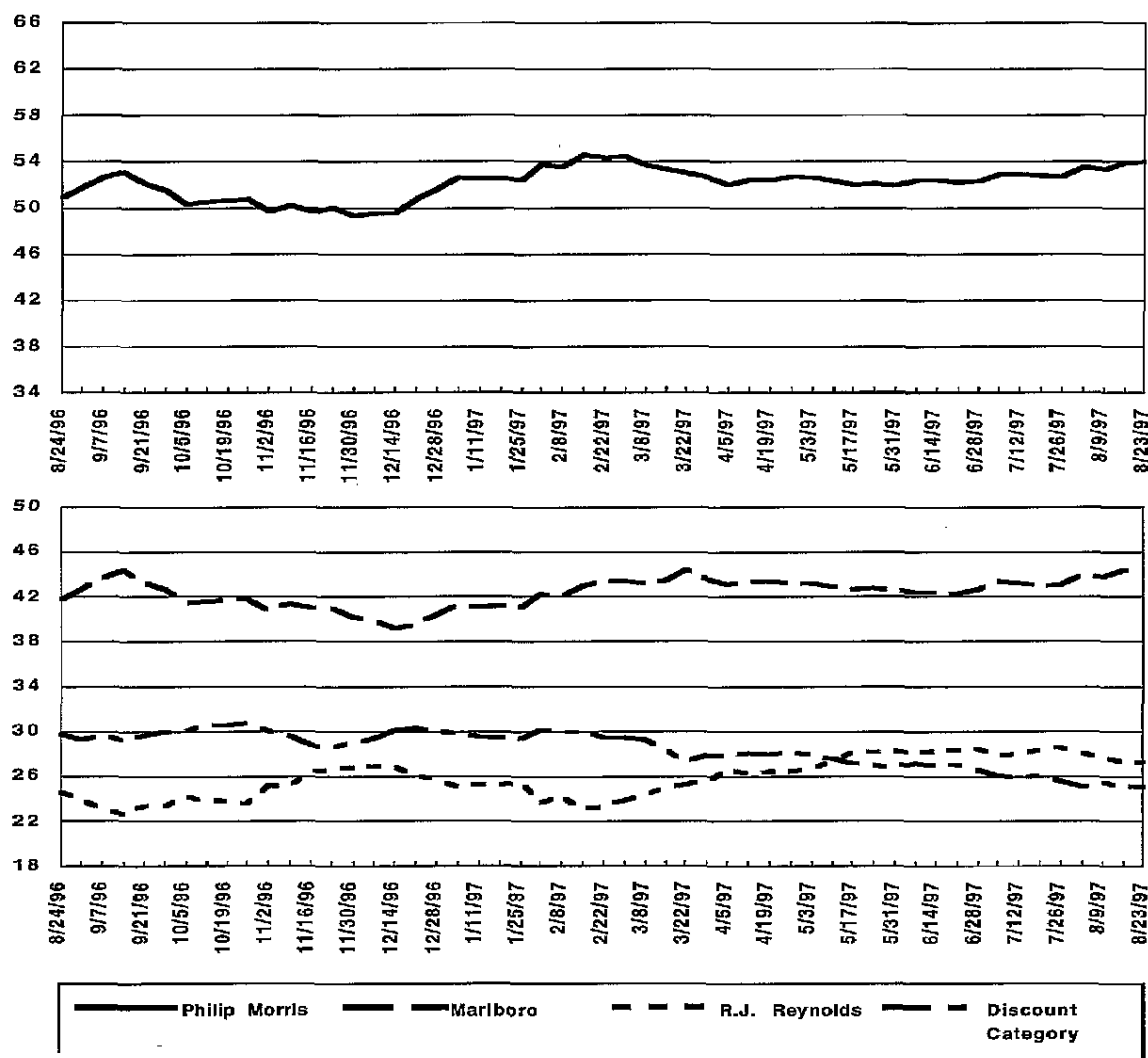


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	48.14	49.60	36.83	46.92	10.09
Marlboro	38.27	39.65	28.28	37.69	9.41
OPB	4.44	4.36	4.88	4.32	-0.56
Basic	3.14	3.01	0.57	2.63	2.06
R. J. Reynolds	32.69	31.12	40.76	33.94	-6.82
Camel	7.91	7.81	8.97	8.47	-0.50
Winston	3.95	4.06	4.46	3.91	-0.54
Doral	7.97	7.65	7.78	7.90	0.12
B&W	11.57	11.47	13.01	11.46	-1.55
GPC	5.96	5.87	6.81	5.98	-0.84
Lorillard	7.59	7.80	9.39	7.68	-1.72
Newport	3.61	3.48	4.42	3.66	-0.76
Liggett Group	0.00	0.00	0.00	0.00	0.00
Premium	66.44	67.51	60.22	66.19	5.97
Private Label	9.03	7.83	15.27	9.83	-5.44
Avg Ind CPW	506.23	558.19	102.35	484.96	382.60
Avg PM CPW	243.72	276.85	37.70	227.53	189.83
Avg Marl CPW	193.73	221.32	28.95	182.80	153.85
# of Stores	257	257	254	257	3

Source: STARS Store Level Data
Leadership Accounts Package

2071843267

CIRCLE K - WESTERN REGION THROUGH W/E 8/23/97

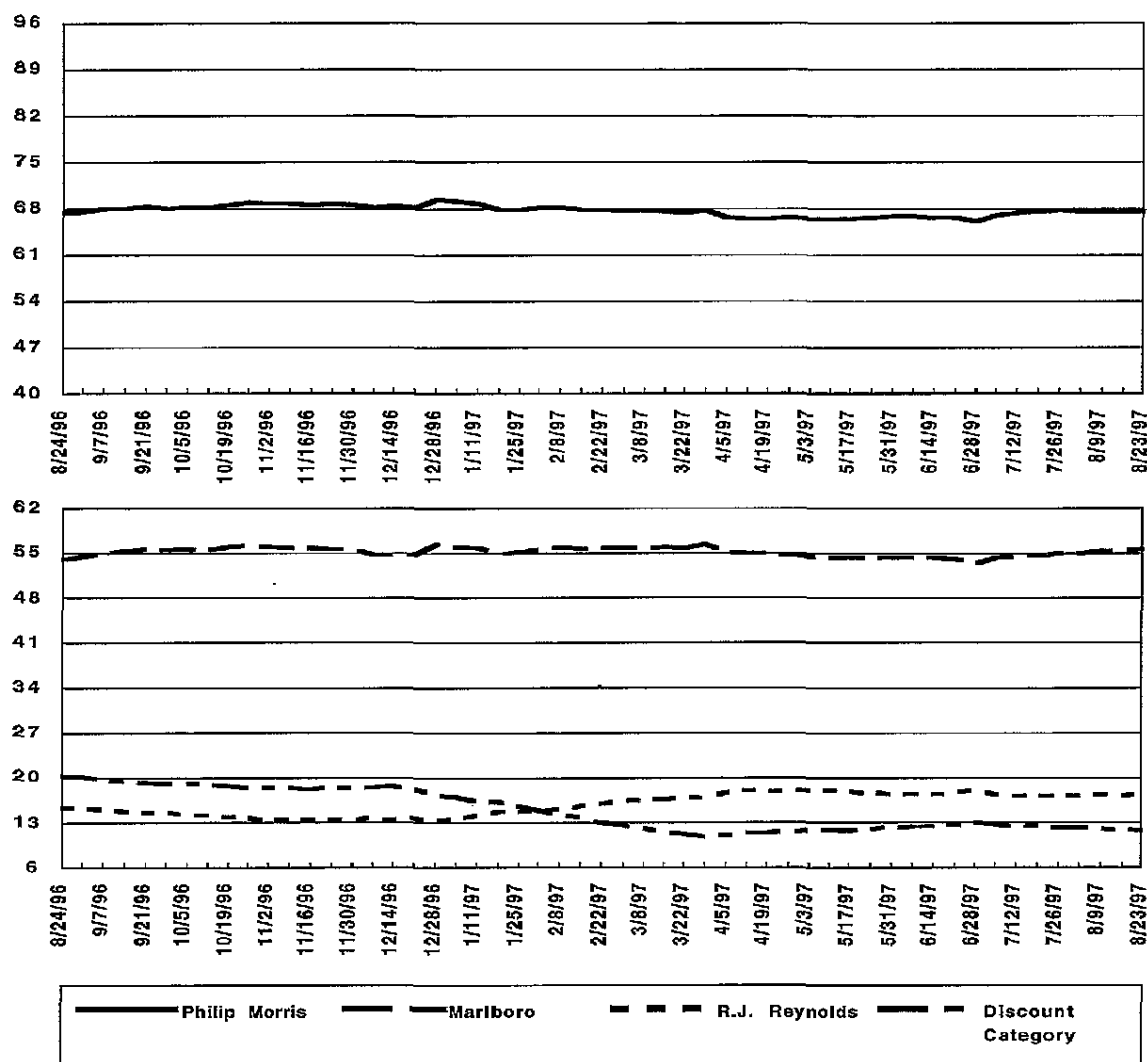


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	53.07	53.99	50.85	52.81	2.16
Marlboro	43.67	44.51	41.21	43.52	2.31
OPB	6.88	6.75	6.99	6.97	-0.02
Basic	2.49	2.69	2.40	2.27	-0.13
R. J. Reynolds	27.69	27.24	26.66	27.29	0.62
Camel	9.75	9.71	7.97	9.32	1.35
Winston	3.55	4.13	2.63	3.36	0.73
Doral	1.94	2.09	2.07	1.85	-0.22
B&W	15.60	15.18	19.11	16.14	-2.97
GPC	9.80	9.56	12.88	10.27	-2.61
Lorillard	3.24	3.21	3.36	3.36	0.00
Newport	2.21	2.21	2.21	2.28	0.06
Liggett Group	0.10	0.10	0.11	0.10	-0.01
Premium	73.98	74.87	69.43	73.51	4.08
Private Label	10.23	9.22	11.63	10.47	-1.16
Avg Ind CPW	201.84	208.47	188.49	192.98	4.49
Avg PM CPW	107.13	112.56	95.47	101.91	6.44
Avg Marl CPW	88.14	92.80	77.67	83.99	6.31
# of Stores	236	236	236	236	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843268

ARCO THROUGH W/E 8/23/97



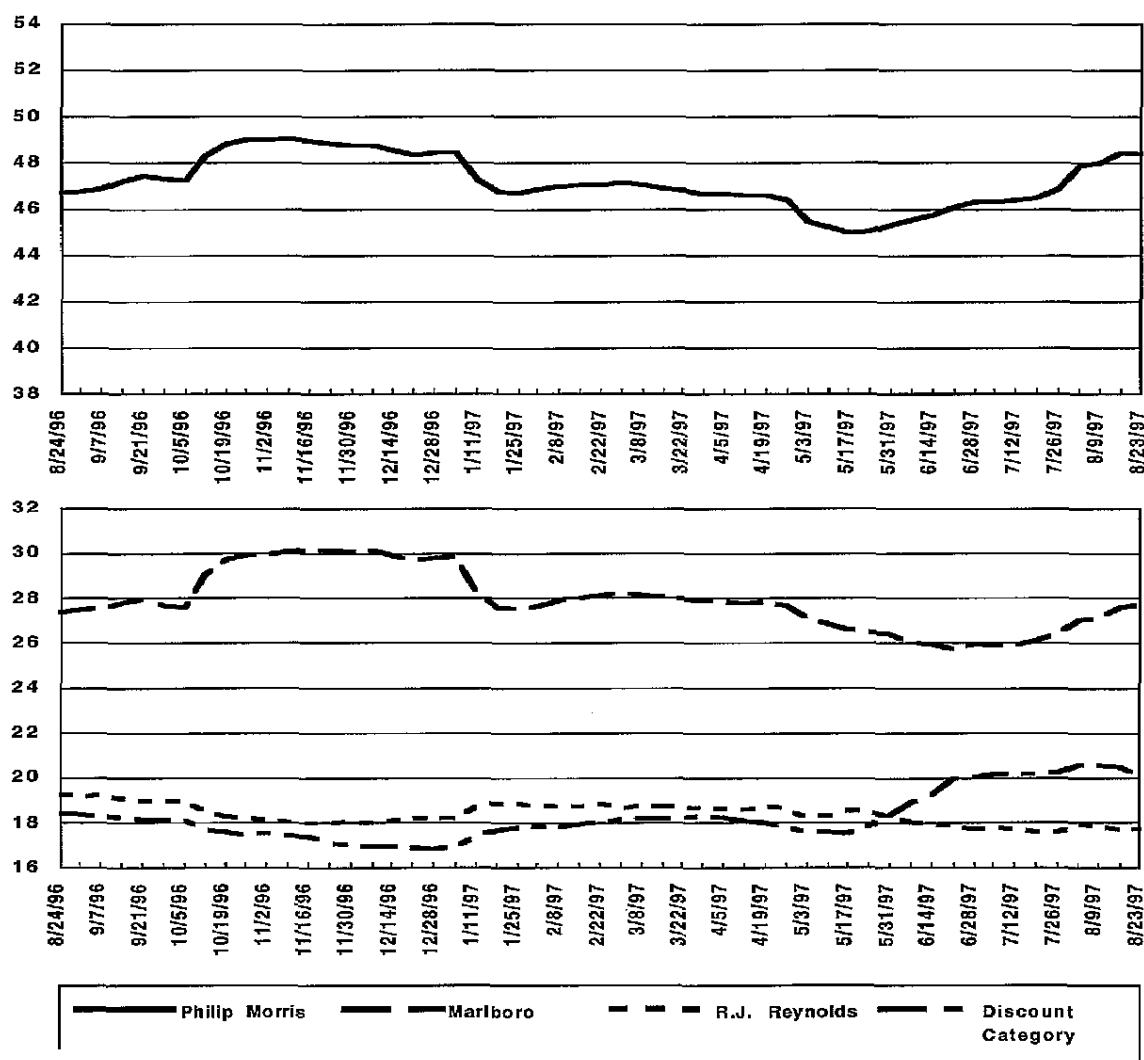
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	67.10	67.52	69.03	66.93	-2.11
Marlboro	54.99	55.76	56.54	54.82	-1.72
OPB	7.58	7.25	6.13	7.60	1.47
Basic	4.25	4.22	5.78	4.22	-1.56
R. J. Reynolds	17.54	17.33	14.04	17.55	3.51
Camel	10.50	10.39	7.20	10.58	3.38
Winston	2.86	3.04	2.10	2.83	0.73
Doral	1.14	1.12	0.34	1.01	0.67
B&W	10.55	10.34	13.16	10.68	-2.47
GPC	5.54	5.56	8.91	5.65	-3.26
Lorillard	4.70	4.72	3.66	4.73	1.07
Newport	4.16	4.21	3.19	4.18	0.99
Liggett Group	0.01	0.01	0.01	0.01	0.00
Premium	88.02	88.25	81.58	88.01	6.43
Private Label	0.61	0.43	2.64	0.64	-2.00
Avg Ind CPW	147.74	149.10	109.97	142.09	32.12
Avg PM CPW	99.13	100.68	75.92	95.09	19.18
Avg Marl CPW	81.24	83.14	62.18	77.89	15.71
# of Stores	716	716	702	716	14

Source: STARS Store Level Data

Leadership Accounts Package

2071843269

RITE AID THROUGH W/E 8/23/97

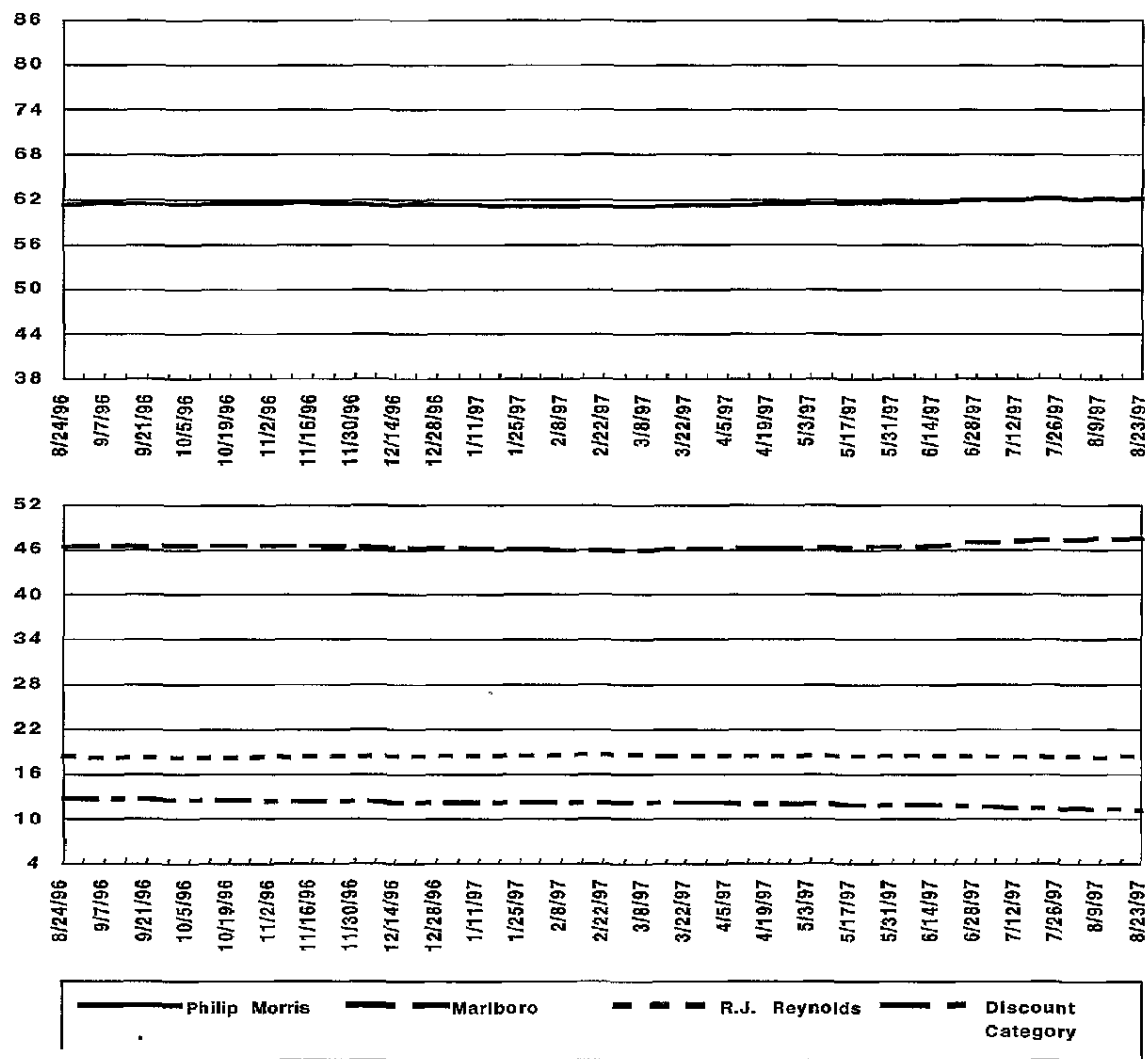


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	46.76	48.42	47.32	46.79	-0.53
Marlboro	27.12	27.70	28.17	27.33	-0.84
OPB	12.70	12.64	13.05	12.77	-0.28
Basic	5.12	6.16	4.16	4.87	0.72
R. J. Reynolds	18.12	17.75	18.85	18.25	-0.59
Camel	3.47	3.36	3.19	3.40	0.21
Winston	4.60	4.66	5.06	4.63	-0.43
Doral	1.82	1.78	1.88	1.96	0.08
B&W	18.12	17.14	16.88	17.76	0.88
GPC	3.05	3.07	2.92	3.04	0.11
Lorillard	12.94	12.96	12.91	13.02	0.11
Newport	9.27	9.14	9.04	9.31	0.26
Liggett Group	3.81	3.70	3.94	3.85	-0.10
Premium	80.97	79.83	81.88	81.08	-0.80
Private Label	0.33	0.27	0.61	0.36	-0.24
Avg Ind CPW	90.20	91.41	99.42	89.05	-10.37
Avg PM CPW	42.18	44.25	47.04	41.67	-5.38
Avg Marl CPW	24.46	25.32	28.00	24.34	-3.67
# of Stores	2607	2607	2576	2607	31

Source: STARS Store Level Data
Leadership Accounts Package

2071843270

SOUTHLAND THROUGH W/E 8/23/97

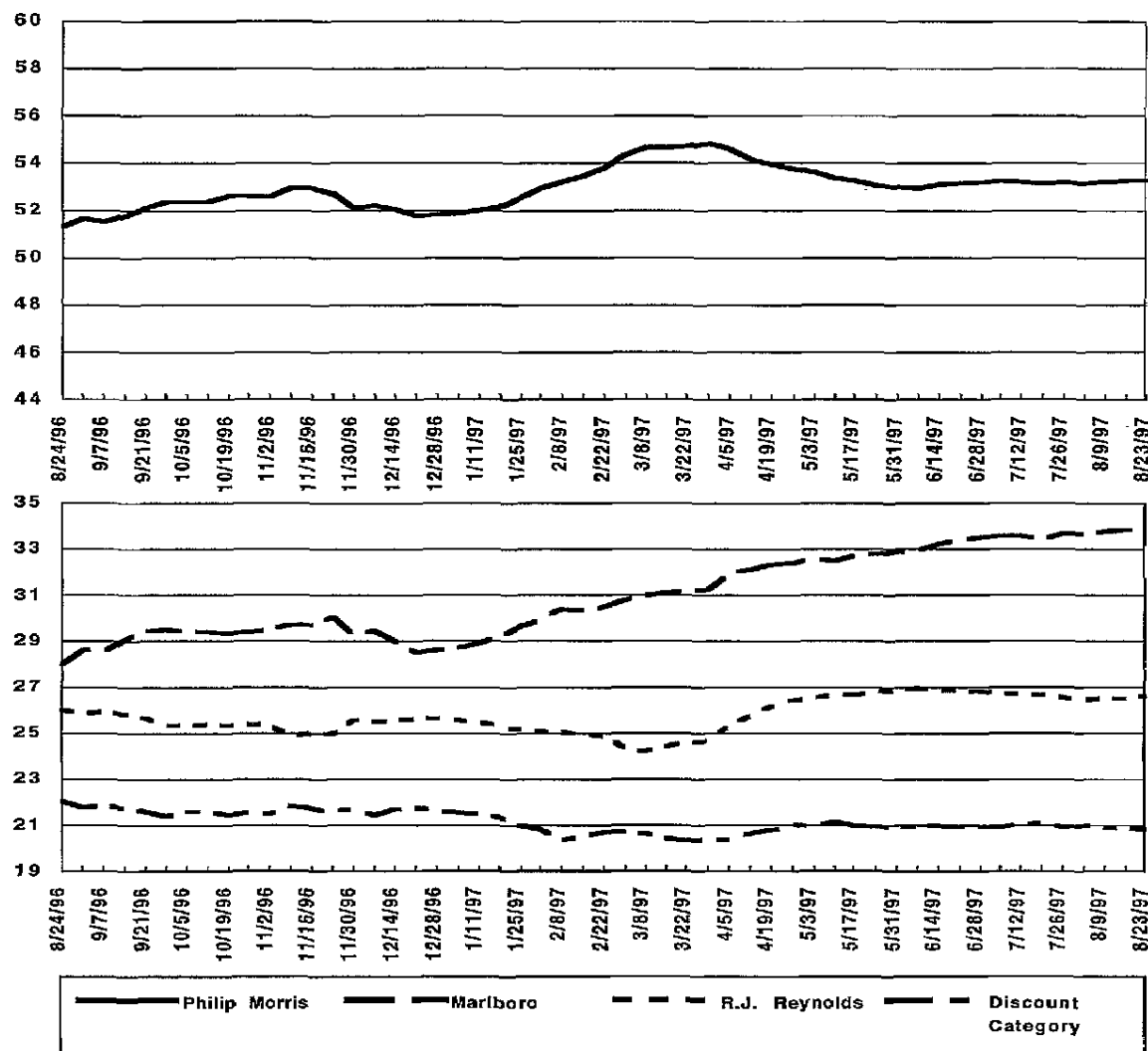


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	61.92	62.22	61.09	61.76	0.67
Marlboro	47.06	47.67	45.87	46.84	0.96
OPB	10.97	10.75	11.01	10.99	-0.02
Basic	2.16	2.11	2.13	2.17	0.04
R. J. Reynolds	18.40	18.33	18.54	18.44	-0.10
Camel	7.12	7.17	6.62	7.11	0.48
Winston	3.70	3.82	3.86	3.68	-0.18
Doral	3.15	3.04	3.21	3.19	-0.03
B&W	10.23	9.95	11.53	10.36	-1.17
GPC	3.29	3.18	4.07	3.36	-0.72
Lorillard	9.07	9.14	8.52	9.04	0.53
Newport	7.91	8.02	7.26	7.87	0.60
Liggett Group	0.18	0.17	0.20	0.18	-0.02
Premium	88.40	88.76	86.98	88.25	1.27
Private Label	1.23	1.19	1.41	1.24	-0.16
Avg Ind CPW	189.51	196.83	186.14	185.04	-1.10
Avg PM CPW	117.35	122.46	113.72	114.28	0.56
Avg Marl CPW	89.18	93.83	85.38	86.67	1.28
# of Stores	4012	4012	3998	4012	14

Source: STARS Store Level Data
 Leadership Accounts Package

2071843271

WINN DIXIE STORES THROUGH W/E 8/23/97

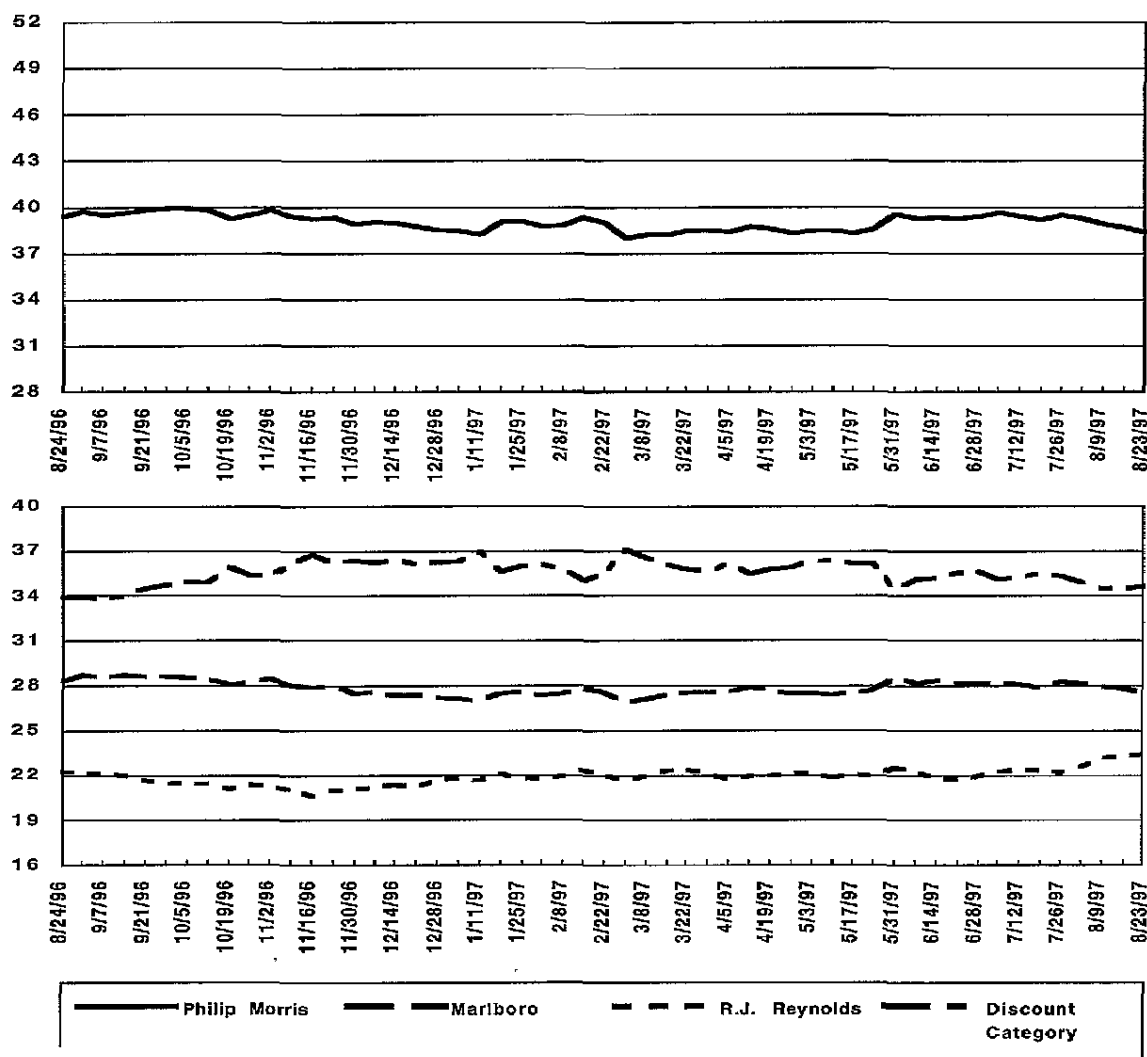


Source: STARS Store Level Data

Leadership Accounts Package

2071843272

EMRO THROUGH W/E 8/23/97

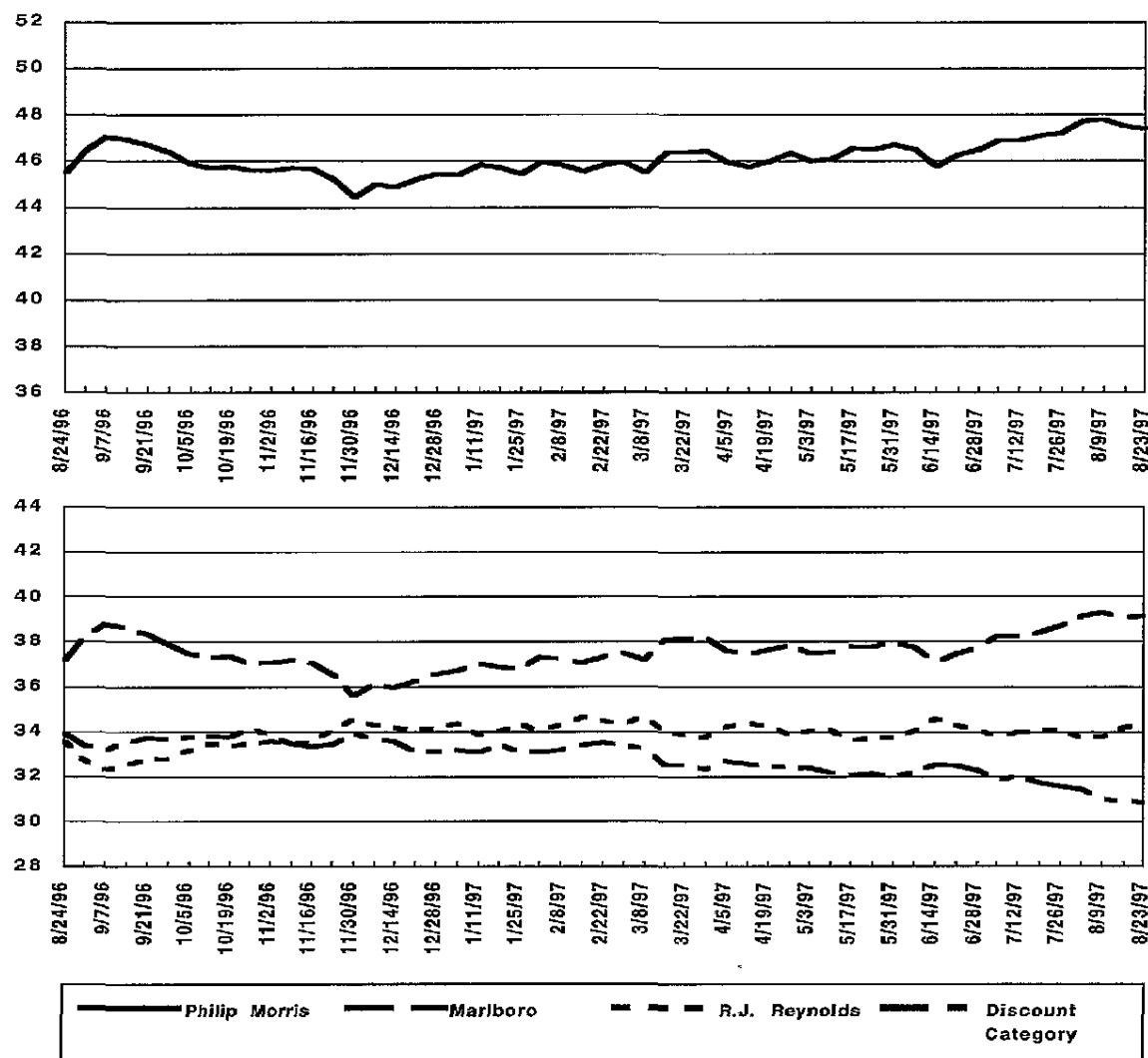


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	38.51	38.42	39.32	38.62	-0.70
Marlboro	27.65	27.56	28.01	27.69	-0.33
OPB	5.75	5.73	5.93	5.77	-0.16
Basic	4.04	4.13	4.18	4.07	-0.11
R. J. Reynolds	22.73	23.40	21.99	22.49	0.50
Camel	6.12	6.51	5.14	5.95	0.81
Winston	5.94	6.14	6.06	5.86	-0.20
Doral	3.13	3.15	3.48	3.07	-0.40
B&W	11.45	11.57	11.84	11.47	-0.37
GPC	1.80	1.94	1.68	1.76	0.08
Lorillard	6.62	6.99	6.73	6.79	0.07
Newport	4.82	5.03	4.81	4.95	0.14
Liggett Group	20.46	19.39	20.09	20.39	0.30
Premium	64.58	65.32	65.20	64.59	-0.61
Private Label	20.21	19.24	19.81	20.16	0.35
Avg Ind CPW	397.50	404.14	387.42	392.16	4.75
Avg PM CPW	153.09	155.27	152.32	151.45	-0.87
Avg Marl CPW	109.93	111.36	108.52	108.57	0.05
# of Stores	1513	1513	1511	1513	2

Source: STARS Store Level Data
Leadership Accounts Package

2071843273

CIRCLE K THROUGH W/E 8/23/97

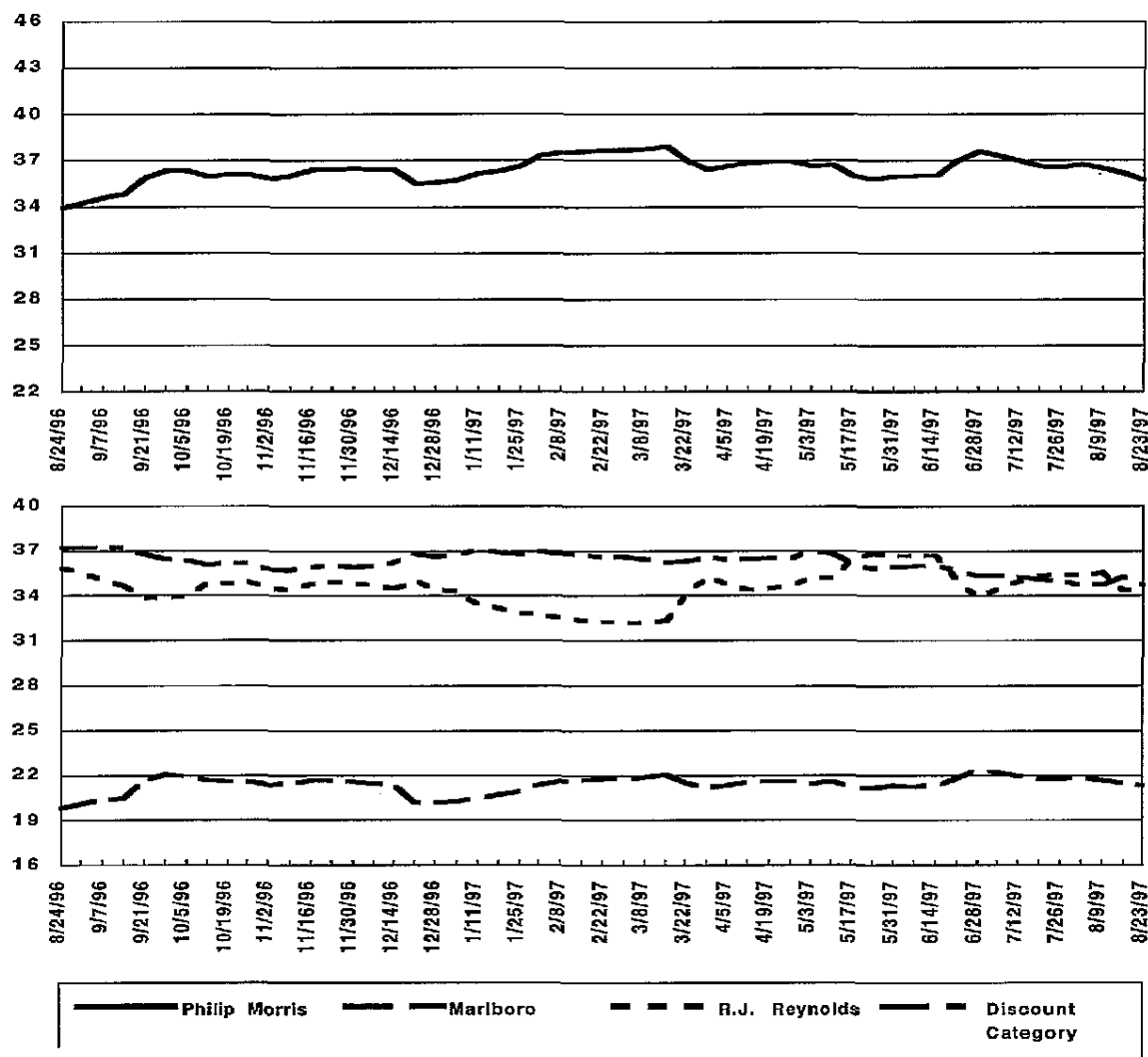


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	46.99	47.41	44.73	46.44	1.71
Marlboro	38.47	39.14	36.14	37.98	1.83
OPB	5.67	5.46	5.91	5.71	-0.20
Basic	2.52	2.50	2.24	2.41	0.16
R. J. Reynolds	34.01	34.33	34.89	34.38	-0.51
Camel	8.11	8.24	6.89	8.03	1.14
Winston	4.50	4.84	4.06	4.40	0.35
Doral	3.47	3.48	3.27	3.38	0.12
B&W	14.17	13.58	15.80	14.29	-1.51
GPC	8.65	8.27	9.76	8.75	-1.01
Lorillard	4.50	4.38	4.43	4.55	0.12
Newport	3.45	3.44	3.28	3.46	0.18
Liggett Group	0.06	0.06	0.07	0.06	-0.01
Premium	68.53	69.16	65.28	67.93	2.66
Private Label	14.71	14.63	17.23	15.34	-1.89
Avg Ind CPW	235.85	242.64	226.74	231.41	4.67
Avg PM CPW	110.82	115.04	101.42	107.46	6.04
Avg Marl CPW	90.74	94.96	81.95	87.88	5.93
# of Stores	2287	2287	2285	2287	2

Source: STARS Store Level Data
Leadership Accounts Package

2071843274

FOOD LION THROUGH W/E 8/23/97



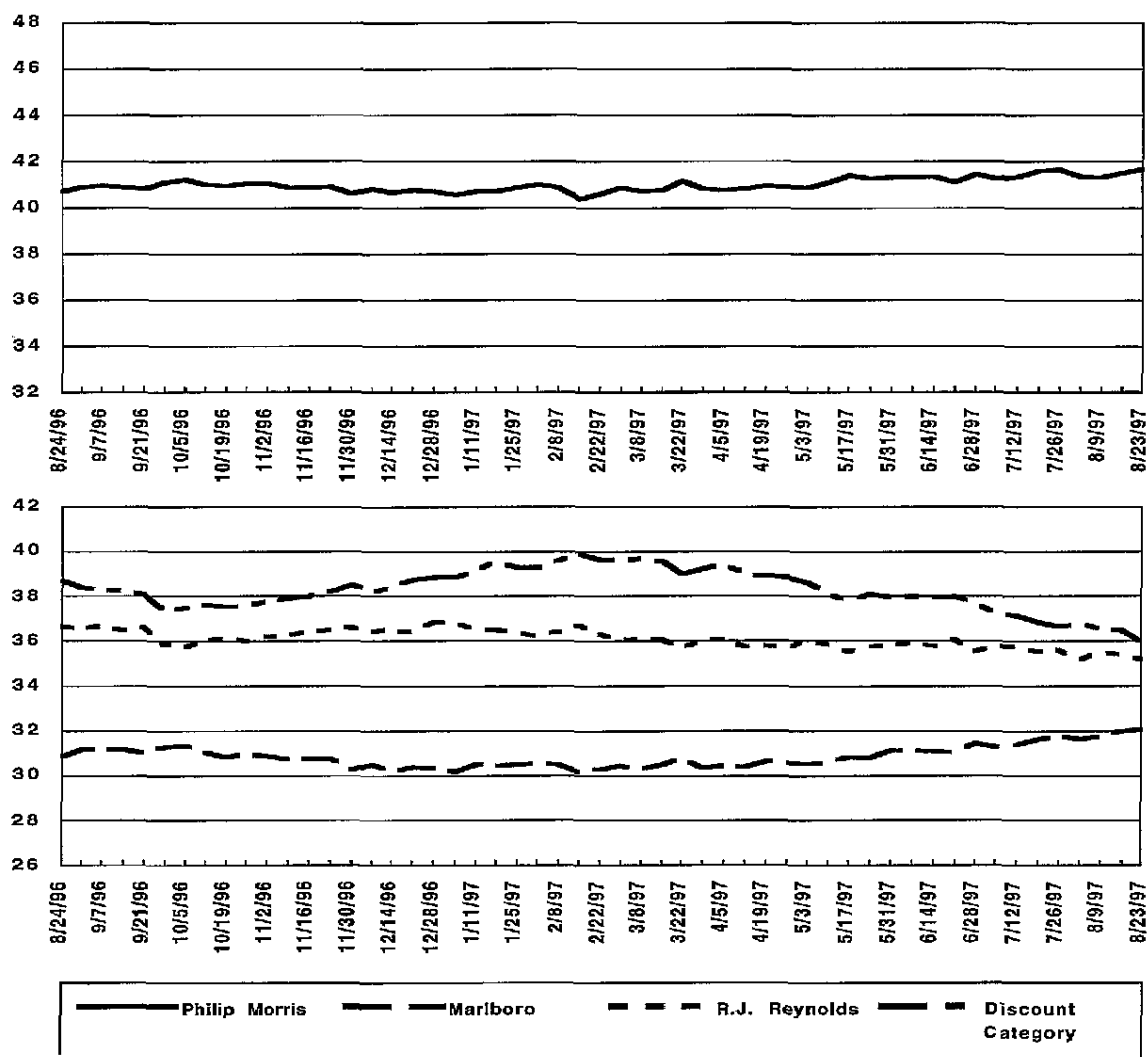
	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	35.81	35.77	36.17	36.41	0.24
Marlboro	21.24	21.32	20.94	21.53	0.59
OPB	7.28	7.39	7.13	7.39	0.26
Basic	4.85	4.73	5.27	4.93	-0.34
R. J. Reynolds	35.67	34.54	34.32	34.86	0.54
Camel	3.28	2.76	2.62	3.16	0.54
Winston	9.66	10.18	8.64	9.15	0.51
Doral	8.54	7.71	8.24	8.43	0.19
B&W	20.05	20.73	22.02	20.09	-1.94
GPC	7.87	7.62	8.36	8.06	-0.30
Lorillard	6.15	6.42	6.40	6.25	-0.15
Newport	4.02	4.13	3.69	4.03	0.34
Liggett Group	0.51	0.46	0.70	0.53	-0.17
Premium	64.68	65.23	62.98	64.53	1.56
Private Label	4.21	4.29	4.37	4.12	-0.26
Avg Ind CPW	441.02	447.59	451.95	435.04	-16.91
Avg PM CPW	157.92	160.11	163.47	158.41	-5.06
Avg Marl CPW	93.69	95.43	94.65	93.68	-0.97
# of Stores	1046	1046	1038	1046	8

Source: STARS Store Level Data

Leadership Accounts Package

2071843275

SUN OIL THROUGH W/E 8/23/97

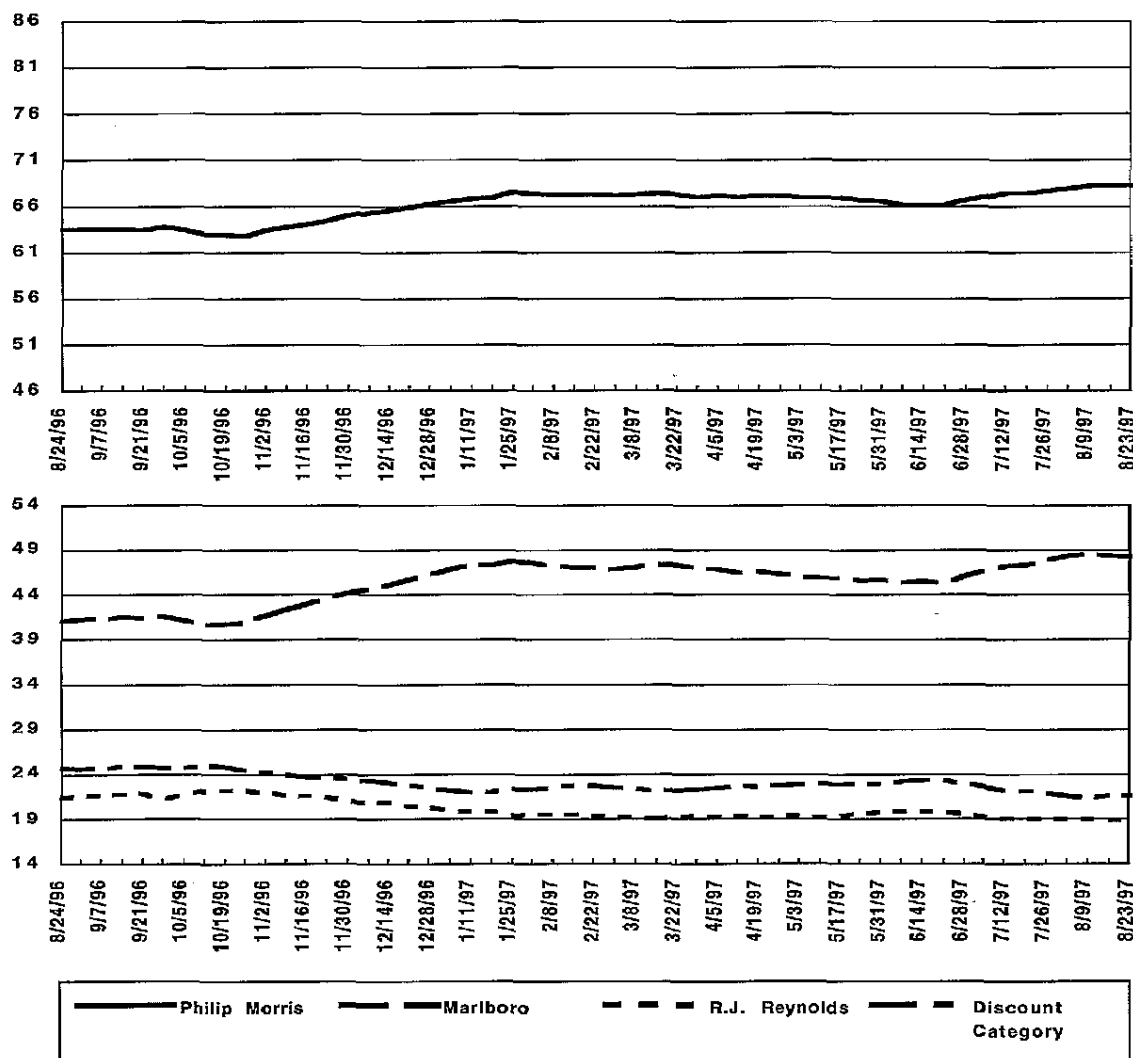


	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	41.48	41.65	40.66	41.28	0.61
Marlbورو	31.48	32.08	30.68	31.20	0.52
OPB	5.63	5.45	5.80	5.67	-0.13
Basic	3.41	3.20	2.98	3.41	0.42
R. J. Reynolds	35.48	35.21	37.00	35.66	-1.34
Camel	4.99	4.84	4.32	4.85	0.52
Winston	3.47	3.78	3.52	3.38	-0.15
Doral	7.11	6.85	6.72	7.16	0.44
B&W	7.76	7.86	8.48	7.77	-0.71
GPC	1.42	1.49	0.93	1.42	0.49
Lorillard	13.92	13.92	13.34	13.87	0.52
Newport	10.08	10.13	9.39	10.01	0.62
Liggett Group	0.24	0.24	0.25	0.26	0.01
Premium	63.03	64.04	60.82	62.37	1.55
Private Label	11.58	11.11	14.17	12.02	-2.15
Avg Ind CPW	167.02	177.44	139.42	160.37	20.94
Avg PM CPW	69.28	73.90	56.69	66.19	9.50
Avg Marl CPW	52.59	56.92	42.77	50.03	7.26
# of Stores	21	21	21	21	0

Source: STARS Store Level Data
Leadership Accounts Package

2071843276

WALMART DISCOUNT THROUGH W/E 8/23/97



	26 WK	13 WK	FY '96	YTD '97	DIFF
Philip Morris	67.47	68.28	64.01	67.28	3.27
Marlboro	46.97	48.27	42.21	46.82	4.61
OPB	9.80	9.28	9.59	9.25	-0.33
Basic	7.16	7.06	6.87	7.04	0.17
R. J. Reynolds	19.26	18.85	21.60	19.32	-2.28
Camel	3.24	3.24	3.44	3.23	-0.21
Winston	4.84	4.71	5.64	4.82	-0.81
Doral	5.39	5.34	6.04	5.42	-0.62
B&W	10.03	9.50	11.21	10.17	-1.03
GPC	2.88	2.74	3.50	2.98	-0.52
Lorillard	3.12	3.26	3.16	3.11	-0.05
Newport	2.20	2.14	2.14	2.21	0.07
Liggett Group	0.00	0.00	0.00	0.00	0.00
Premium	77.68	78.32	75.45	77.58	2.13
Private Label	1.24	1.05	1.97	1.32	-0.64
Avg Ind CPW	488.80	495.57	460.28	477.17	16.89
Avg PM CPW	329.77	338.37	294.62	321.02	26.40
Avg Marl CPW	229.58	239.23	194.28	223.42	29.13
# of Stores	1632	1632	1627	1632	5

Source: STARS Store Level Data
Leadership Accounts Package

2071843277